

FORMERLY THE SPICE MILL

# COFFEE & TEA INDUSTRIES *and The Flavor Field*

79th YEAR

AUGUST, 1956

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AND AGENTS

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*Assure perfect quality the year 'round*

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OF COFFEE GROWERS OF COLOMBIA**

**Member of Pan American Coffee Bureau  
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Ground  
Coffee*



—pre-packaged in PLIOFILM lined bags

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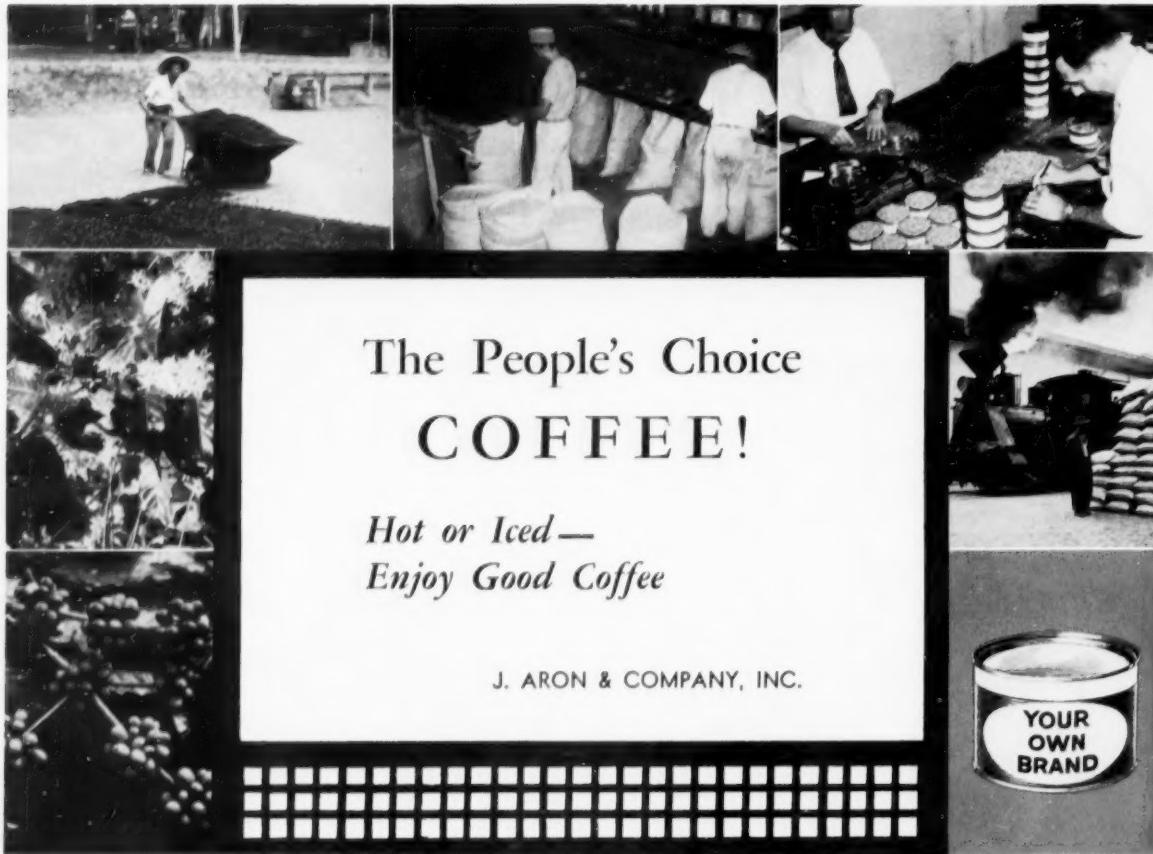
GET THE FACTS now on the package that has started a whole new trend in progressive merchandising of coffee. Write the Goodyear Packaging Engineer, Packaging Films Dept. T-6433, Akron 16, Ohio.

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# ANGOLA

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THEY ARE SWEET AND THEY WILL  
BRING DOWN THE COST OF YOUR BLENDS

JUNTA DE EXPORTAÇÃO  
DO CAFÉ

HEAD OFFICE: RUA AUGUSTA 27-LISBON  
PORTUGAL

D. SARAIVA

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# the Coffee Granulizers

*that improve grind quality  
... reduce grinding costs*

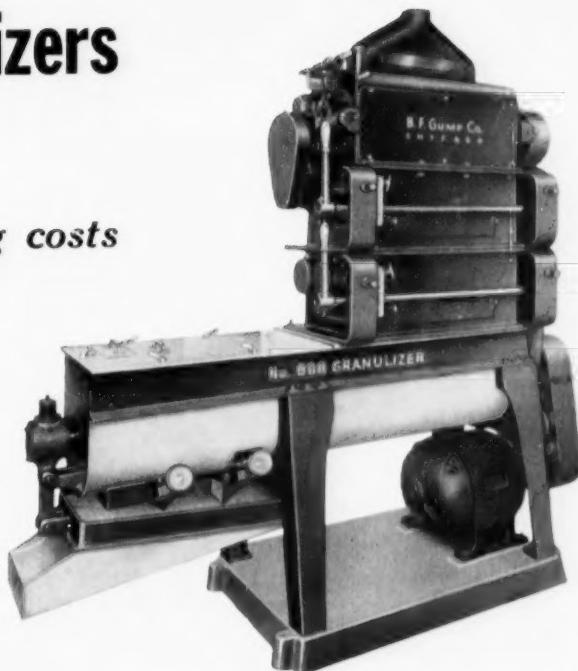
## NEW STYLE "E" GUMP COFFEE GRANULIZER

Rich, satisfying, uniform brews require a flavorful, clean-cut, *consistently uniform* grind. To produce that kind of grind, Gump Coffee Granulizers utilize specially developed corrugations that cut the coffee beans sharp and clean, with a minimum of powdering. Then the coffee drops to a *stainless steel* granulating chamber, where coffee and chaff are mixed into a uniform product, in a "mist of floating flavor." A simple and positive grind setting ensures the duplication of any size grind at will.

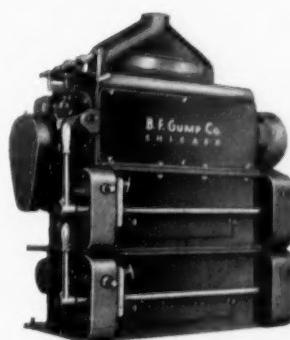
**Costs?** Gump Granulizers are so dependable that they operate on heavy-duty schedules for years in trouble-free manner. Maintenance and repairs are at the minimum. Fifteen or twenty years of service is usual for a Gump Coffee Granulizer—and then it is *still* a modern, efficient production unit, thanks to the Gump Exchange Head Plan.

Ask men throughout the trade . . . the largest national distributors and the smaller local producers. They'll confirm the superior record of Gump Coffee Granulizers.

In the complete range of sizes and models, there's a Gump Coffee Granulizer that meets *your* requirements in capacity and range of grinds. It's the machine you want, for improved grinds and lower grinding costs. Write for details, recommendations and quotation, without obligation.



### Gain New Style "E" Advantages in the GUMP EXCHANGE HEAD PLAN



Users of the Gump Exchange Head Service can modernize their earlier model Granulizers to the equivalent of new Style "E" machines, by ordering Style "E" Heads on their next Exchange Head orders. Advantages include cooler grinding, easier maintenance, and a sectional Head. Write for details and quotation.



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**B**RAND NEW, helpful and beautiful! "Fun With Coffee" is being offered to more than 45-million readers of national magazines — month after month in full-color, coupon advertising — at 25¢ a copy!

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If you have not received your free sample copy, order one today from the Coffee Bureau, then order the quantity you'll need. Whether you mail them free, use them as self-liquidators or over-the-counter give-aways is up to you. Orders will be filled in the order received.

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AUGUST, 1956



## No switches on this track

Years of faithful service have earned the vacuum-pack coffee can an enviable reputation. In homes from coast to coast, this familiar can—originated by Canco—always means coffee at its peak of freshness for that full, rich, delicious flavor millions enjoy.

It hardly seems possible that the vacuum-pack coffee can could be improved. But that's exactly what Canco engineers have done, for now they've made it easier than ever to open!

Once you start to turn the key on one of these Canco

vacuum-pack cans, you're headed for *certain* success, with not one bit of difficulty. Two bead lines—one on either side of the tear strip—make sure the strip *stays* on the straight and narrow. It *can't* get switched off the track.

Today no coffee container in the world can offer you more advantages than the vacuum-pack can with the new self-tracking feature.



**CANCO American Can Company** New York • Chicago • San Francisco

## YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

### 8—GRANULATORS

This is a four-page bulletin with pictures and specifications on a new line of coffee granulators. The bulletin describes capacity and dimensions, special finishing rolls, operation and maintenance, replacement heads, etc. Jabez Burns & Sons, Inc., 11th Ave. at 43rd St., New York City.

### 9—MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

### 10—PACKAGING BRIEFS

Succinct statements of facts on packaging coffee in one-pound bags, in three-ounce sizes for glass coffee makers, and for urns are in these Packaging Briefs. Available from: Plioform Department, The Goodyear Tire & Rubber Co., Akron 16, Ohio.

### 11—FLAT BAG PACKAGE

This four-page illustrated folder describes German-made automatic flat bag filling and closing machines. High speed types are said to fill and seal up to 130 bags per minute. Gebr. Holler, Maschinenfabrik, Bergisch Gladbach Bei Köln. U. S. representative: Ulbeco, Inc., 484 State Highway #17, Paramus, N.J.

### 12—COFFEE GRANULIZERS

A profusely illustrated folder which explains the line of Gump Coffee Granulizers was recently issued. Included are details on the new Style "E" Granulizer, as well as facts about the four sizes of Granulizers, each available in two models. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50.

### 13—STORE GRINDER

This illustrated bulletin describes the new Super Grindmaster Model No. 500, which supersedes the company's regular Grindmaster, featured for the past four years. Operation is fully automatic. The grind plate is on the front of the machine, in full view of the customer, and the grinds are indicated with an illustration of the brewing device, as well as by name. American Duplex Co., 815-827 West Market St., Louisville 2, Ky.

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AUGUST, 1956

## Formerly THE SPICE MILL

# COFFEE & TEA INDUSTRIES and The Flavor Field

79th Year

AUGUST 1956

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**Pioneer Publication in Coffee, Tea, Spice, Flavor**

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**BURNS**  
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**have to do with  
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# a checklist for coffee brewers

If you want to sell more coffee to your restaurant and institutional customers, consider this checklist. It is a tool which makes it simple for you to apply a systematic, business-like approach to brewing methods—one of the touchstones to coffee growth in the public service field.

Developed by the Coffee Brewing Institute, the checklist can be used in many ways. All of them have one thing in common: they tend to upgrade your company, your salesmen, your product.

From a checklist, your salesmen can get basic information to discuss intelligently, step by step, customers' brewing procedures. Or they can use the data for a written presentation, later.

Either way, checklist-based coffee talk will carry more weight than a "hit and skip" sales pitch.

The list can also be used for periodic checks by the coffee salesman or his restaurant customer. It is handy, too, for reports to supervisory personnel in distant offices, as in chain operations.

Posted next to the brewing device, the checklist can be a ready reference for the coffee brewer.

Note that the questions are phrased for "Yes" answers. This tactfully implies room for improvement on points that fail to measure up to standard.

The checklist is in three forms—for urns, vacuum method and automatic makers. Naturally, in each restaurant only the form for its method would be used.

If you want more copies of the checklist, CBI will be glad to send you some, but suggests that for larger quantities, with your brand imprint, it would be best to reproduce them yourself.

## Urn

### 1. GRADE OF COFFEE:

Is it fresh (not over 7 days old)?  
Ground properly—20% through #28 mesh sieve?

If grinder used:

1. Grinder clean?
2. Container clean?

### 2. STORAGE PRACTICES:

Temperature—moderate?  
(the colder the better)  
Humidity—low? (the drier the better)  
Is coffee free from outside odors?

### 3. FILTER—URN BAG:

Proper size?  
Stored in cold fresh water when not used?  
Does it look and smell clean?  
Is it changed frequently?  
Is it free from holes, split seams, etc?  
Is it fitted with wire handle?  
Is it rinsed with plain hot water?

### 4. EQUIPMENT:

Exterior:  
Clean?  
Free from leaks?  
Urn Cover:  
Clean?  
Left ajar at night?  
Liner:  
Clean?  
Free from leaks from jacket?  
Faucets:  
Clean?  
Free from leaks?  
Gauge glasses:  
Clean?  
Free from breaks?

	Valves:	
Yes <input type="checkbox"/>	Clean?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Free from leaks?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Urn brush on hand?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Clean?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Urn cleaner on hand?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Gallon measure on hand?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Clean?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Accurate measure on hand?	Yes <input type="checkbox"/>
	Is at least 2 gallons cold fresh water in urn when not in use?	Yes <input type="checkbox"/>
	5. SERVING EQUIPMENT:	
Yes <input type="checkbox"/>	Cups:	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Clean?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Free from chips?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Free from stains?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Saucers:	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Clean?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Free from chips?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Free from stains?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Pots:	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Clean?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Free from cracks?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Free from dents?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Decanters:	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Clean?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Free from cracks?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Free from dents?	Yes <input type="checkbox"/>
	6. BREWING PROCEDURE:	
Yes <input type="checkbox"/>	Source of water:	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Cold?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Fresh?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Amount of coffee: (Recommended: 1 pound for 2 gallons water)	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Amount of water: (Recommended: 2 gallons water to 1 pound coffee)	Yes <input type="checkbox"/>
	Temperature at time of brewing 212°?	Yes <input type="checkbox"/>
	Contact time of water and coffee (4 to 6 minutes)?	Yes <input type="checkbox"/>

Jacket gauge glass  $\frac{3}{4}$  full?  
 Temperature for holding brew 180° to 190°?  
 Water in jacket held at 190° F.  
 Ground coffee spread evenly?  
 Boiling water poured in circular motion?  
 Urn lid in place when not pouring?  
 Accurate measurement water to coffee?  
 (2 gallons water—1 pound of coffee)  
 Urn bag removed within 10 minutes after brewing?  
 Coffee brew mixed for uniformity?  
 Brew not held for more than 1 hour?

#### 7. SERVING TECHNIQUES:

Coffee served at 180° F. to 190° F.?  
 Cup and saucer clean and dry?  
 Served with 18% butter fat cream?

## Vacuum method

#### 1. GRADE OF COFFEE:

Is it fresh (not over 7 days old)?  
 Properly ground, 30% through #28 mesh sieve?  
 If grinder used:  
 1. Grinder clean?  
 2. Container clean?

#### 2. STORAGE PRACTICES:

Temperature—moderate?  
 (the colder the better)  
 Humidity—low? (the drier the better)  
 Is coffee free from outside odors?

#### 3. FILTER:

##### Cloth

Proper size?  
 Felt on inside?  
 Stored in cold water when not in use?  
 Does it look and smell clean?  
 It is changed frequently?  
 Is it rinsed in hot water?  
 Is it free from holes, splits, etc.?

##### Glass Rod

Is it clean?  
 Does it make proper fit?

##### Metal

Is it clean?  
 Does it function properly?

#### 4. EQUIPMENT:

##### Upper bowl:

Free from chips?  
 Free from dents?  
 Free from stains?

##### Lower bowl:

Free from chips?  
 Free from dents?  
 Free from stains?

Does bushing create proper vacuum?

Does upper bowl fit secure?

Are handles secure?

Is there glass bowl brush?

Does stove hold proper temperature of 185°?

#### 5. SERVING EQUIPMENT:

Cups:

Yes <input type="checkbox"/>	Clean?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Free from chips?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Free from stains?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Saucers:	
Yes <input type="checkbox"/>	Clean?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Free from chips?	Yes <input type="checkbox"/>
Yes <input type="checkbox"/>	Free from stains?	Yes <input type="checkbox"/>

#### 6. BREWING PROCEDURE:

Source of water:	
Cold?	Yes <input type="checkbox"/>
Fresh?	Yes <input type="checkbox"/>
Correct amount of coffee?	Yes <input type="checkbox"/>
(Recommended 4 oz. coffee to $\frac{1}{2}$ gallon water)	
Correct amount of water?	Yes <input type="checkbox"/>
(Recommended $\frac{1}{2}$ gallon water to 4 oz. coffee)	
Temperature of stored brew 180° to 190°?	Yes <input type="checkbox"/>
Ground coffee spread evenly?	Yes <input type="checkbox"/>
Contact time of coffee and water (1 to 3 minutes)?	Yes <input type="checkbox"/>
Is coffee stirred 30 seconds in upper bowl?	Yes <input type="checkbox"/>

#### 7. SERVING PROCEDURE:

Coffee served at 180° F to 190° F.?	Yes <input type="checkbox"/>
Cup clean and dry?	Yes <input type="checkbox"/>
Saucers clean and dry	Yes <input type="checkbox"/>
Served 18% butter fat cream?	Yes <input type="checkbox"/>

## Automatic makers

#### 1. GRADE OF COFFEE:

Is it fresh (not over 7 days old)?	Yes <input type="checkbox"/>
Properly ground, 20% through #28 mesh sieve?	Yes <input type="checkbox"/>
If grinder used:	

1. Grinder clean?	Yes <input type="checkbox"/>
2. Container clean?	Yes <input type="checkbox"/>

#### 2. STORAGE PRACTICES:

Temperature—moderate?	Yes <input type="checkbox"/>
(the colder the better)	Yes <input type="checkbox"/>
Humidity—low? (the drier the better)	Yes <input type="checkbox"/>
Is coffee free from outside odors?	Yes <input type="checkbox"/>

#### 3. FILTER—CLOTH:

Proper size?	Yes <input type="checkbox"/>
Felt on inside?	Yes <input type="checkbox"/>
Stored in cold, fresh water when not in use?	Yes <input type="checkbox"/>
Does it look and smell clean?	Yes <input type="checkbox"/>
It is changed frequently?	Yes <input type="checkbox"/>
Is it rinsed in plain hot water?	Yes <input type="checkbox"/>
Is it free from holes, splits, etc.?	Yes <input type="checkbox"/>

#### 4. EQUIPMENT:

Exterior clean?	Yes <input type="checkbox"/>
Free from leaks?	Yes <input type="checkbox"/>
Cartridges clean?	Yes <input type="checkbox"/>
Cartridge holder clean?	Yes <input type="checkbox"/>
Heating unit hold proper temperature—185°F?	Yes <input type="checkbox"/>
Is brewing cycle within manufacturers recommended time?	Yes <input type="checkbox"/>

#### 5. SERVING EQUIPMENT:

Lower bowls:	
Clean?	Yes <input type="checkbox"/>
Free from chips?	Yes <input type="checkbox"/>
Free from stains?	Yes <input type="checkbox"/>

*(Continued on page 38)*

## techniques in spray drying soluble coffee

By DR. WILBERT A. HEYMAN

*This is the third of a series of articles on the development of soluble coffee in various countries around the world, as seen by Dr. Heyman.*

*Dr. Heyman is associated with Foster D. Snell, Inc., consulting engineers, in the building of soluble coffee plants here and in other countries.*

*Dr. Heyman formerly owned and operated his own soluble coffee plant. He was awarded a Certificate of Appreciation by the U. S. Quartermaster Corps for his work in developing the first soluble coffee suitable for Army use.*

The spray dryer which was installed in the Philippines plant of the Commonwealth Foods Co. was engineered by capable men. It was not just another spray dryer. It was designed for this particular purpose, to make a coffee bead, with these objectives:

1. It must produce a powder made up of discrete particles, without any dust particles.
2. The powder must retain the volatile aromatic and flavoring principles of the coffee from which it is made. This is of utmost importance.
3. There must be no loss of coffee into the air. Soluble coffee is too expensive to lose.
4. The powder must be treated gently. It must not be torn to pieces by contact with hard steel or with turbulent wind currents.
5. The drying must be done within the space of a few feet, and the dry powder then must be allowed to fall immediately out of the zone of hot air into a quiet zone of relatively cool air to be conveyed into the packing room.
6. The moisture laden hot air must be freed of its charge of coffee dust before it escapes out into the atmosphere.

A spray dryer is more than just a piece of mechanism. It has a soul, and if the man who operates it has the feel for this gigantic tool, it will respond. Mistreat it, and all it will produce is trouble. The slightest touch on the volume regulator will produce either exquisite dry soluble coffee or a mass of goo which will require hours to remove.

Once the volume of air is set and the temperature adjusted to the desired degree, then the amount of water or concentrate which is to be fed into the air stream must be adjusted to the exact amount in order to produce a powder of the correct moisture content. This should be about 3%. If the pump pressure is increased and more moisture or water is fed into the air stream, the moisture content of the powder will increase and result in caking in the jar. If too much moisture is fed into the air stream, a liquid syrup will be discharged at the outlet of the dryer and the whole mass will have to be washed out and a new start made, after hours lost in the clean-ups.

The art of spray drying to remove moisture from food materials is old. Large volumes of hot air are used. The liquid is finely atomized or sprayed into the current of hot air. The moisture is turned into vapors and the solids in solution are separated for future use. Quite a simple process—unless other important factors, like aroma and flavor, are involved. Then it becomes quite complex.

Both still other factors are also involved in coffee, i.e., solubility. A fine dust clumps in the hot water. Therefore, the particles must be large and discrete.

There are many spray dryers in constant use in the food industry, and they do excellent work for the purposes to which they are put. Most of them are designed for milk and they do an excellent job of removing the objectionable flavors which often find their way into cow's milk. Usually the milk is sprayed into the hot air and the dry milk is carried along with the current of hot air to dust separators where it is separated. Naturally the dust will reach the same temperature as the air. This is higher than I wanted my coffee solids to be heated. Therefore, I preferred not to buy a standard type milk dryer for coffee.

I wanted something very much better for the Philippines plant. Nothing would be gained in using every bit of research knowledge I had acquired to make a perfect coffee concentrate for drying if I were going to lose the flavor

(Continued on page 29)



Two employees standing near Jabez Burns roasters in the soluble coffee plant of the Commonwealth Foods Co., Manila.

## **Coffee buying by housewives up in first half of 1956, survey for PACB reveals**

Coffee purchases by American housewives during the first six months of 1956 were 1½% higher than during the same period a year ago, the Pan-American Coffee Bureau has reported.

Based on continuing studies by the Market Research Corp. of America, the results for the first half of this year show that in terms of roasted coffee, represented in both regular and instant, families bought more than 810,000,000 pounds. Of this, 420,000,000 pounds were purchased during the first three months and 390,000,000 pounds during the second three.

This reflects the traditional seasonal decline in coffee use with the advent of warm weather, PACB said.

Figures for the second quarter of 1956 showed an increase in total household coffee purchases of 1% over the same period of 1955. Housewives bought 2% less regular coffee but 17% more instant than during the same three months a year ago.

Of total coffee purchases by families, instant coffee sales amounted to 16.6% during the second quarter, according to the survey.

The survey figures for the second quarter also disclose that instant coffee's rate of sales increase was smaller than in earlier quarters. For the second three months of 1956, it was up 17% from 1955, compared with 20% between the second quarters of 1954 and 1955.

It costs about 13 cents a day to serve coffee in a typical U.S. home, the Pan-American Coffee Bureau reports. This provides a little over eight cups of regular or instant coffee bought at today's prices and brewed in average strength, but does not include the cost of sugar and milk or cream.

A survey made earlier this year for PACB has disclosed that a family of mother, father and one son or daughter, if all of them are coffee drinkers, now drinks an average of 8.26 cups of coffee at home every day. This is 3.46 cups for the wife, 2.89 for her husband (who drinks more coffee in restaurants than his wife) and 1.91 cups for the teen-ager.

In the last five years, the cost of a typical cup of coffee served at home has varied from a low of about 1.60¢ a cup in 1952 to a high of 1.76¢ a cup in 1954.

Today's costs are estimated at 1.66¢ per cup.

### **Coffee Brewing Institute renews MIT fellowship**

The Coffee Brewing Institute, Inc., has renewed its fellowship at The Massachusetts Institute of Technology for 1956-57, according to an announcement by Eugene G. Laughery, president.

Stanley Segall, graduate student in the Department of Food Technology at M.I.T., is again the recipient of the \$2,700 award.

Mr. Segall is studying the stability of chemical components important to the flavor of beverage coffee, in an effort to discover the best conditions under which the flavor and aroma of brewed coffee may be retained.

MEMBER OF



## **THE GREAT ATLANTIC & PACIFIC TEA CO.**

**IMPORTERS, ROASTERS, RETAILERS  
OF FINE COFFEE**

•

**Represented in**

### **BRAZIL AND COLOMBIA**

**By the**

### **AMERICAN COFFEE CORPORATION**

# coffee and tea advertising budgets

This brand by brand analysis of advertising expenditures in 1955 for coffee and tea in seven media is from an all-foods survey presented recently by Food Field Reporter, newspaper of the food and grocery industry.

The figures are based on data from these sources: Bureau of Advertising of the American Newspaper Publishers Association, Publishers Information Bureau, Outdoor Advertising, Inc., and N. C. Rorabaugh Co.

Where the sources report joint advertising or sponsorship by two or more products, the figures have been equated in the analysis. Newspaper section totals have been subtracted from the totals for newspapers as such.

Data on spot TV is confined to number of markets and stations, based on usage in the second quarter—April to June—of 1955.

Product	General Magazines	Farm Magazines	Newspaper Sections	Outdoor	Network TV	Newspapers	Spot TV # Mks # Stns.
<b>COFFEE (REGULAR)</b>							
Beech-Nut Coffee . . . . .	7,146					98,491	8 8
Boscul Coffee . . . . .						27,397	5 6
Cain's Coffee . . . . .						15,502	1 1
Chase & Sanborn Coffee . . . . .	1,120,147				25,483	199,816	3 4
Chock Full O' Nuts Coffee . . . . .						25,927	
Don-de Coffee . . . . .						52,313	2 6
Ehler's Coffee . . . . .							3 4
Fleetwood Coffees . . . . .							
Folger's Coffee . . . . .	1,823	40,300				587,877	7 7
Gill's Coffee . . . . .							8 10
Hills Bros. Coffee . . . . .						433,160	14 19
JFG Coffee . . . . .			72,000				
Luzianne Coffee . . . . .						61,549	23 27
M.J.B. Coffees . . . . .						296,648	3 3
Manor House Coffee . . . . .			146,383			37,135	7 9
Martinson's Coffees . . . . .	42,223		19,600			41,242	
Maryland Club Coffee . . . . .						163,616	16 17
Maxwell House Coffee . . . . .			1,025,480		609,649	311,135	3 4
Old Judge Coffee . . . . .							6 8
Pan American Coffee Bureau . . . . .	524,238		127,699		119,653	19,052	8 8
Sanka Coffee . . . . .			15,772				
Savarin Coffee . . . . .						58,035	4 7
Schilling Coffee . . . . .						52,801	1 1
Sherman Coffee . . . . .	19,312		11,023				
Stewart's Coffee . . . . .						30,304	1 1
Victor Coffee . . . . .							2 3
Webb's Coffee . . . . .						89,166	

## COFFEE (INSTANT)

Admiration Coffees . . . . .						26,196	7 7
Borden's Instant . . . . .	73,927				2,222,891	491,252	2 2
Chase & Sanborn Instant Coffee . . . . .	43,732					500,250	78 100
Decaf . . . . .						416,736	21 26
Ehler's Instant Coffee . . . . .						47,798	
Folger's Instant Coffee . . . . .	27,440	46,247		91,580*		402,268	44 46
JFG Instant Coffee . . . . .							5 5
Luzianne Instant Coffee . . . . .						24,325	7 1
Manor House Inst. Coffee . . . . .						24,333	
Maxwell House Instant Coffee . . . . .					3,072,288	372,527	71 111
Nestle's Instant Coffee . . . . .			12,500			836,652	8 11
Nescafe . . . . .	1,453,969		167,715		1,701,414	502,945	9 9
Sanka Instant Coffee . . . . .	163,375		643,135		1,266,767	30,401	14 20
G. Washington Instant Coffee . . . . .	5,109				48,128	148,008	4 4

## TEA

Canterbury Tea . . . . .	6,708						
Kroger Tea . . . . .	48,818						
Lipton Tea . . . . .	39,165	53,612	63,400	624,307*	478,396	76,097	26 30
M J B Tree Tea . . . . .	130,185					13,495	
McCormick & Schilling Tea . . . . .						182,084	3 4
Nestea . . . . .						18,439	6 6
Salada Tea . . . . .	52,614					33,518	31 43
Sherman Tea . . . . .	16,732		13,383			1,493	
Tea Council of U.S.A. . . . .				27,821			12 23
Tenderleaf Tea . . . . .	328,990				25,483	261,511	71 91
Tender Leaf Instant Tea . . . . .	44,945					33,744	
Tetley Tea . . . . .						67,085	37 38
White Rose Redi-Tea . . . . .						40,664	
White Rose Tea Bags . . . . .			2,352			13,193	1 2

La Touraine's new "Extra Rich Hotel Type" blend of coffee in the redesigned vacuum can.



#### LaTouraine launches hotel blend in new can for retail consumers

The LaTouraine Coffee Co., Boston, has developed a new "Extra Rich Hotel Type" blend of coffee and has adopted a redesigned vacuum can to introduce the product.

The new blend was developed after LaTouraine received scores of letters from coffee consumers from all over New England requesting a retail coffee that would be the equivalent in quality to that served in the fine hotels and restaurants.

"We began marketing our new blend the first of the year and the response has been most enthusiastic," said a company spokesman. "This led to a decision to redesign our can and make the new blend the basis of our spring advertising program."

The new can, which is produced by the American

Can Co., features a modernized lithographed label developed by Canco. It has an overall light color with the brand name "LaTouraine" shown in reverse in a dark brown label. This gives better display force to the new design on the grocery store shelves.

LaTouraine says the new blend has been packed in both old- and new-label cans since the first of the year, but the changeover is now completed.

Newspaper and television advertising has been used by LaTouraine to introduce the new blend.

#### Vito Sa of Brazil named head of PACB's executive committee

Vito Sa, representative of Brazil, was named president of the executive committee of the Pan-American Coffee Bureau at its first meeting of the 1956-57 fiscal year.

Andres Uribe, of Colombia, was elected first vice president, and Carlos Cordero, of El Salvador, was named second vice president.

Alternate members of the PACB executive committee are: first alternate, Dr. Enrique Lopez-Herrarte, Guatemala.

#### Servicemen heavy coffee consumers

Members of the armed forces and their families drink twice as much coffee as the average civilian, reports the magazine, Military Market.

It calculated the Army consumes an estimated 1,559,931,160 cups per year; the Air Force, 1,365,228,480 cups, the Navy 968,881,540 and the Marines 291,280,220.

These figures do not include coffee consumed off-base.



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# "brainstorming" hits NRTCMA

New kind of convention — light on speeches, heavy on ideas —  
sets wagon route pattern. Elkin, Eibert, Reese elected.

"Brainstorming" hit the 41st National Retail Tea & Coffee Merchants Association convention at the Edgewater Beach Hotel, Chicago, June 10th-13th.

A new type of convention, marked by a lack of formal speeches and an abundance of sales ideas highlighted the coffee and tea wagon route sessions.

The social side of the convention was a success, too. An opening day cocktail party, a luncheon for conventioneers and their guests, a gala banquet, entertainment and dance, and a ladies' luncheon rounded out the full social program.

The display rooms in the east and west lounges of the hotel were well-studied by conventioneers. Exhibitors reported good interest by the wagon route buyers, in spite of the over-90 degree heat. New products (such as David Douglas' coffeemaker) caught the buyers' eyes. In addition, such tried and proven premiums such as toys and games, linens, books, candies, wearing apparel, cleaning aids, irons, toasters, and others attracted attention.

The June 12 session was highlighted by the election of officers. The new slate consists of Nathan Elkin, Superior Coffee & Tea Co., Concord, N. H., president; Paul Eibert, Eibert Coffee Co., St. Paul, Minn., first vice president; L. H. Reese, Reese Grocery Co., Cleveland, Ohio, second vice president. Oliver J. Corbett, secretary-manager continues in his present post, as does Clarence A. Frankenberg, treasurer.

Named to the Board of Directors for 1956-57 were R. J. Griefer, Wm. H. Preis, The Grand Union Co., E. Paterson, N. J., Raymond Gerard, Perfection Products Co., Ozone Park, N. Y. and T. R. Schlough.

Serving on the Board of Directors from 1956-58 will be George F. Hellick, Jr., Geo. F. Hellick Coffee Co., Easton, Pa., Edward Sommerfield, Esco Coffee Co., Cincinnati, A. J. Berluchaux, Trico Coffee Co., Inc., New Orleans and Donald T. McGuire, McGuire Bros. Coffee Co., South Haven, Mich.

The 1956-59 term of the board will be filled by Norman Mansfield, Standard Coffee Co., New Orleans, who presided over this year's sessions, Frank Jacobs, Hoops Tea Co., Steger, Ill., William A. Gerbos, Jewel Tea Co., Inc., Melrose Park, Ill., and Charles Roth, Cook Coffee Co., Cleveland, Ohio.

At the closing session, Oliver J. Corbett, NRTCMA secretary, submitted his report. This showed the organization to be in a healthy condition.

Nathan Elkin, the new president, was then given the gavel by Norman Mansfield, the outgoing presxy. In a short, informal talk, Mr. Elkin promised the conventioneers that he would do all he could to make the 1957 session of equal interest.

Brainstorming is a technique developed by Alex F. Osborne, a founder of Batten, Barton, Durstine & Os-



Nathan Elkin



L. H. Reese

born, one of the nation's leading advertising agencies. The technique has been used with great success at BBDO and by many of its clients. Its purpose is to take a specific problem, put it to a panel and let the ideas flow. There are four basic rules to be followed in brainstorming:

1. *Judgment is ruled out.* Criticism of ideas must be withheld until later.
2. *"Free-wheeling" is welcomed.* The wilder the idea, the better; it is easier to tame down than to think up.
3. *Quantity is wanted.* The greater the number of ideas, the more the likelihood of winners.
4. *Combination and improvement are sought.* In addition to contributing ideas of their own, participants should suggest how ideas of others can be turned into better ideas; or how two or more ideas can be joined into still another idea.

Brainstorming offers the following advantages to those taking part: its informal setting is conducive to the free flow of ideas; it gives all taking part a chance to express themselves, regardless of the "wildness" of the idea, without fear of criticism; it gives each one taking part the benefit of everyone's thinking.

The latter is important in this respect. One person struggling with a problem may hit upon a few possible solutions. By having many people—but not more than ten to 15 at a time—throwing out ideas on the same problem, there is a much better chance of arriving at many possible successful solutions to the problem.

Gordon White, vice president and copy chief of BBDO explained the background of brainstorming at the well-attended first session, on June 11. He pointed out the "ground rules" and then posed this topic: "What sources can we explore for new ideas in premiums? Are we alert to the needs and interest of the modern housewife?"

A panel of 15 participants composed of Mrs. H. C.  
(Continued on page 38)

**Black urges consumers to stop drinking coffee  
— but continues promotion on his own brand**

William Black, president of the Chock Full O' Nuts Coffee Corp., New York City, last month came up with another example of his talent for breaking into the news-papers.

He told the press the American housewife was "getting the business" and that a boycott on coffee buying was the only answer to the current pricing practices of the coffee producing countries in South America.

The statement, in which Mr. Black appointed himself once more to his 1954 role of champion of the American consumer, won space in newspapers and on radio and television newscasts across the country. It even inspired a number of editorials.

Members of the coffee trade commented, however, that Mr. Black's advice to start a coffee boycott evidently did not extend to his own brand, Chock Full O' Nuts Coffee.

Vigorous promotion, designed to sell more Chock Full O' Nuts Coffee, has continued unabated. Nor has any suggestion of a coffee boycott entered into Chock Full O' Nuts advertising.

In his statement, Mr. Black said: "Coffee prices have soared to the highest level since the record breaking prices of 1954. And there isn't a thing we can do about it, except to stop drinking coffee. We don't grow coffee here. All the South American countries have to do is hold back their supplies and we have to pay whatever they ask—through the nose."

"Present coffee prices have absolutely nothing to do with the cost of growing coffee, or the law of supply

and demand. The U.S. Department of Agriculture has just issued a report that the present coffee crop will be over 50,000,000 bags, the largest on record.

"This means at least a 10,000,000 bag surplus from this year alone. In addition, Brazil admits still holding 3,200,000 bags which she bought up from the last crop, in order to bolster the market."

**First aid for expectant fathers**

The general hospital in Garden Grove, Calif., has a special service for the papa-to-be.

A coffee bar is located next to the maternity section, and as hospital authorities announced, it is expected to "help expectant fathers withstand their great ordeal with more composure."

**Ryan heads Waples-Platter**

Thomas M. Ryan has been elected president of the Waples-Platter Co., Fort Worth, Texas.

The board of directors also voted to promote J. C. Gamel to the post of executive vice president and general manager.

**Beech-Nut, Life Savers plan to merge**

The Beech-Nut Packing Co. and the Life Savers Corp. are planning to merge. The consolidated company will be known as Beech-Nut Life Savers, Inc.

The proposal is subject to the approval of the board of directors and stockholders of the two firms.

# Quality Coffees

**• BRAZILS**

SANTOS                    RIO DE JANEIRO  
PARANAGUA            ANGRA

**• CENTRAL AMERICANS**

GUATEMALA            NICARAGUA  
SALVADOR              COSTA RICA

**• COLOMBIANS**

MEDELLIN            ARMENIA            MANIZALES  
TOLIMA                GIRARDOT          LIBANO

**• ECUADORIS**

UNWASHED            WASHED

*W.R. Grace & Co.*

## **USDA puts 1956-57 world coffee output at 46,700,000 bags**

Total world production of green coffee for the marketing year 1956-57 is forecast by the United States Department of Agriculture's Foreign Agricultural Service at 46,700,000 bags.

The crop forecast is 7% less than the 50,200,000 bags estimated for 1955-56, but 12% above the 41,900,000 bags of 1954-55, and 12% above the average for the prewar period.

Exportable production from the 1956-57 crop is forecast at 38,700,000 bags, compared with 43,200,000 bags for 1955-56 and 33,500,000 bags for 1954-55.

The anticipated decline of 5,500,000 bags in Brazil for 1956-57 is partially offset by the 1,100,000 bag increase expected for mild coffee production areas of the Western Hemisphere.

During 1956-57, it is indicated, 16,400,000 bags will be registered with the Instituto Brasileiro do Café, of which 8,800,000 bags will be from São Paulo, 1,500,000 bags from Paraná and 6,100,000 bags from other states.

Indications are that Africa will maintain its current level of output during 1956-57, according to the report.

Colombia, USDA said, should have an exportable crop of 6,700,000 bags in 1956-57, compared with an estimate of 6,500,000 bags in 1955-56.

Mexico, it is predicted, will produce 1,550,000 bags for export in 1955-56; El Salvador 1,250,000 bags; Guatemala 997,000 bags; Costa Rica 552,000 bags; Dominican Republic 423,000 bags; Nicaragua 416,000 bags; Haiti 370,000 bags; Honduras 240,000 bags; and Cuba 211,000 bags.

Total production from North American countries will amount to 6,096,000 bags during 1956-57.

Other South American exportable estimates for 1956-57 are: Venezuela 600,000 bags; Ecuador 420,000 bags; and Peru 112,000 bags.

In Africa, it is forecast that during 1956-57 French West Africa will produce 2,000,000 bags for export; Uganda 1,400,000 bags; and Angola 1,050,000 bags. Total African exportable coffee production for 1956-57 is placed at 8,102,000 bags by USDA.

In Asia and Oceania, a total of 1,125,000 bags will be harvested for export during the coming crop year.

Total world production of green coffee for marketing year 1955-56 is estimated by USDA at 50,200,000 bags. The crop appears to be the largest on record and 5,200,000 bags larger than the forecast made in July, 1955. Major increases above earlier indications occur in Brazil and French West Africa.

The 1955-56 production estimate is approximately 20% higher than for 1954-55.

Exportable production for the marketing year 1955-56 is 43,200,000. This exceeds the USDA estimate of a year ago for this crop by about 18% and exceeds the 1954-55 exportable production by 28%. The percentage variance between total production and exportable production is accounted for largely by the marketing of past crop coffees in Brazil, USDA said.

Production in North America is estimated at 5,500,000 bags. This total represents a downward adjustment dur-

(Continued on page 40)

## **Guzzo, Sa, Mejia challenge USDA's coffee estimates**

Coffee crop estimates by the United States Department of Agriculture were called "out of line", "inflated" and "in error" by spokesmen for the producing countries.

Paulo Guzzo, president of the Instituto Brasileiro do Café, declared that USDA's 1956-57 estimates "are entirely out of line" with figures IBC has been getting from all over the world, especially IBC's own information on Brazil.

In a cable to Vita Sa, head of IBC's New York City office, Mr. Guzzo said:

"We are inclined to foresee a world crop for 1956-57 of 32,000,000 bags. As to the Brazilian crop, the original estimate was for 11,810,000 bags; however, on account of heavy rains in the producing regions during the last two months, this figure was subsequently further reduced."

"The State of São Paulo Department of Agriculture has just given out its estimate for the production of that state, showing a reduction of 1,200,000 bags (original estimate, 7,600,000; revised figure, 6,393,000).

"An identical proportion of reduction has also been registered in other producing states, which will cut the total Brazilian crop to a little over 10,000,000 bags."

Mr. Sa commented that "misleading statistics on the world coffee supply situation are causing confusion and misunderstanding."

He emphasized that inflated estimates of coffee production during the coming 12 months are not realistic and have been repeatedly challenged by the major producing countries.

In a press interview in Bogota, Manuel Mejia, manager of the National Federation of Coffee Growers of Colombia, stated that the 1955-56 exportable production, in round figures, amounted to about 5,400,000 bags.

Mr. Mejia explained that whereas exports during the

(Continued on page 40)

## **Trade Roast**

By DOUGLAS WOOD



"Uh, oh! Vacation's over, dear! I don't know why, but I'm suddenly reminded of the coffee market . . ."

# Marketing

advertising . . . merchandising . . . promotion

## Court rules coffee break good

### for employees — and employer

The United States 10th Circuit Court of Appeals, Denver, Colo., ruled recently that when an employee takes a coffee break, he's doing the boss a favor.

The Appeals Court reversed a District Court decision which held that Los Wigwam Weavers Co. in Denver did not have to pay employees for the time they spent on coffee breaks.

Coffee breaks "are beneficial to the employees" and are "equally beneficial to the employer in that they promote more efficiency and result in a greater output," the Appeals Court ruled.

"This increased production is one of the primary factors, if not the prime factor, which leads the employer to institute such break periods . . . We may well take judicial knowledge of the fact . . . that coffee breaks . . . are rapidly becoming an accepted part of employment generally," the court said.

### Coffee is second from top

#### in "big 20" gross profit list

Coffee is second from top in the "big 20" list of gross profit makers for food stores, NEGM Magazine, which serves the New England food industry, recently indicated to its readers.

Some hard facts of grocery life were emphasized by the publication:

"Obviously, sales statistics in units and cases aren't the only consideration when allocating space. In addition to turnover, we consider the physical size of the package, we try to give each item a certain minimum amount of facings, and where practical we try to stock a full case at a time in order to avoid rehandling the same case."

"A purely statistical approach might also overlook another factor which has played a vital part in the success of the supermarket. Good variety is one of the major attractions of the supermarket, and we must exercise



This full-color back-lighted display, for use in grocery stores, restaurants, company showrooms, etc., is being offered to coffee companies by the Pan-American Coffee Bureau. Called "The Story of Coffee", the display shows steps in coffee production from seed to cup. A flasher unit in the shadow box operates at intervals of five seconds on, two seconds off. Space at the top is for imprint of the coffee company's name. The display measures 30½ inches wide, 31½ inches high. PACB's charge to coffee firms is less than cost: \$7.50, plus shipping charges.

care not to antagonize customers by carrying too few items.

"It is sound business to favor the products and brands with higher sales potentials and those that produce a satisfactory dollar gross profit. We all have a tendency to concentrate too much on per cent profit. This can fool you, for you get the real profit answer only by looking to the gross profit dollars."

NEGM then pointed to the 20 products which, out of 323 groups analyzed, are leaders in dollar gross profits.

"They represent the top 6% in terms of gross profit and accounted for 43% of total gross profits (excepting meats and produce)," NEGM said.

The figures, which appeared to be from the Foodtown survey made by Progressive Grocer, had regular coffee

## ETHIOPIAN COFFEES DJIMMA — HARRAR

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← Symbols of Quality →

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S. J. MAGDALINOS  
ADDIS-ABEBA, ETHIOPIA

Exclusively represented in the United States & Canada by DOBBELEER COMPANY  
17 Battery Place, New York

in second place in gross profits, with \$10,844.20 in five stores in 13 weeks.

In first place were crackers and cookies, with \$15,012.92.

Soft drinks were eighth, with \$5,983.08, beer 12th with \$4,955.88 and milk and cream 20th with \$3,545.48.

#### Coffee profit for grocers is high;

average is \$1.09 per square foot

In a recent survey of New York State food stores, a brewing company discovered that dealers were displaying low-profit items in preferred space, the News Letter of the National Coffee Association reported recently.

Alarmed by the increasing number of small grocery failures each year, the Genesee Brewing Co., of Rochester, conducted a study based on the gross profit-per-item per square foot of space each week.

This is how some major items rank: beer, \$1.95; coffee, \$1.09; bread, 89¢; soft drinks, 88¢; soups, 38¢; baby foods, 29¢; and soaps, 27¢.

#### "It's in the Bag", booklet on store grinding,

re-issued for direct mailing to retailers

"It's in the Bag", an organized presentation of the merits of store grinding of coffee, has been re-issued by the American Duplex Co., Louisville, Ky.

For years American Duplex made the booklet available to roasters for use by their salesmen. Now it has been rewritten and printed in a size small enough to slip into standard envelopes, for use as a mailing piece direct to retailers.

"It's in the Bag" includes a retailer yardstick for measuring coffee volume. The average housewife spends 4½¢ of her entire food dollar for regular coffee, not including instant, the booklet reports.

"Do you get all her trade?" the booklet asks. "To determine whether you do or don't, simply multiply your gross sales by 4½%, and compare the result with your actual sales of regular coffee."

#### Survey of 1954 coffee literature issued

"A Survey of World Literature on Coffee, 1954," by Ernest E. Lockhart, scientific director of The Coffee Brewing Institute, and Fred B. Bloomhardt, librarian of the Concord (Mass.) Public Library, has been released by CBI.

This is fourth in CBI's series of technical reports dealing with scientific research on coffee.

The survey reviews the important literature of 1954 on coffee cultivation, pests and diseases, cleaning and processing, roasted, brewed, and powdered coffee and coffee extracts. Biological, medical, nutritional and chemical contributions also are listed in the booklet, in addition to general and historical works, reports on associations and meetings, and articles on economics and world trade, and patents.

#### Automatic iced coffee mocha

You can now turn your iced coffee into a mocha drink. All you do is sip it through a straw.

Of course, the straw is special. It's a Flav-R Straw, which has a chocolate flavored filter.



## Fine Colombian Coffees

**LEONIDAS LARA & SONS INC.**

99 WALL STREET

NEW YORK 5, N. Y.

Telephone: Digby 4-8777

Cable: NYLORENA

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## Crops and countries

coffee news from producing areas

### IBC cuts coffee crop estimate by 15% as result of rain damage

Because of heavy rains in the coffee growing areas of Brazil, the Instituto Brasileiro do Cafe has reduced its estimate of Brazilian coffee production for the present crop year to "a little over 10,000,000 bags."

According to Paulo Guzzo, president of IBC, who released the figure in Rio de Janeiro, this represents a cut of about 1,800,000 bags, or a decrease of 15%.

According to earlier data of the Division of Statistics of IBC, the following represented figures of the exportable coffee crop for 1956-57:

Sao Paulo, 6,400,000 bags; Minas Gerais, 2,200,000 bags; Parana, 1,350,000 bags, which includes 600,000 bags to be dispatched from the 1955-56 crop.

Espirito Santo 1,100,000; Goias, 220,000; Bahia, 200,000; Rio de Janeiro, 180,000; Pernambuco, 140,000; Matto Grosso, 15,000; Paraiba, 5,000.

The overall total was first given, therefore, as 11,810,000 bags. Just where the rains have cut down production Mr. Guzzo did not say, but it is known from newspaper dispatches that the State of Sao Paulo has been hard hit by rain.

Presumably a large part of the cut would come from the Sao Paulo production, set earlier at 6,400,000 bags.

### Brazil sets port stock limits for 1956-57

The administrative council of the Instituto Brasileiro do Cafe has approved the 1956-57 shipping regulations on coffee, it is reported by M. L. Veiga Menezes.

Stock limits for each port were set as follows:

Santos, 3,000,000; Rio, 1,200,000; Paranagua, 1,100,000; Victoria, 350,000; Angra dos Reis, 100,000.

As representative of the Santos market in the administrative council, Hercilio Camargo Barbosa protested approval of the regulations.

He based his protest on the prior ruling that all coffee shown to be sold to the exterior may be taken freely to the port.

### Brazil plans new coffee export tax

Brazil's Finance Minister sent a memorandum to the Instituto Brasileiro do Cafe asking that it outline for Congressional approval a draft of a bill creating a ten cruzeiro per bag export tax on coffee.

The tax would revert to IBC to meet a payroll increased recently by new wage awards for all federal government employees.

### Colombian acts against coffee smuggling

A decree designed to halt coffee smuggling from Colombia was put into effect recently.

Officials estimate that up to 400,000 bags of coffee are smuggled out of the country annually, most of them going to neighboring Venezuela and Caribbean islands.

Coffee may be legally exported only at the official rate of exchange, 2.50 pesos to the dollar. Contraband coffee

**C. A. MACKEY & CO.  
Incorporated**

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can command payment at the free market rate of about 4.70 pesos.

The anti-smuggling decree declares that coffee in transport or in warehouses without licenses will be presumed contraband and subject to seizure.

#### See bumper crop in Costa Rica

Prospects are excellent that the 1956-57 Costa Rican coffee crop will exceed the Foreign Agricultural Service forecast of 613,000 bags.

Such a crop would not only exceed the 1955-56 production by more than 50%, but would even surpass the record 1954-55 crop, which amounted to over 566,138 bags.

This forecast for the 1956-57 crop is likely to be realized if the coffee plants are not subjected to excessive moisture from abnormal or prolonged rainfall.

#### Haiti's coffee exports top forecasts

Early reports of a short exportable coffee crop during the 1955-56 season (September 1955, through September 1956) have not been substantiated according to a recent bulletin published by the Office National du Cafe, Haiti.

The current crop will reach 388,000 bags of 80 kilos, taking into account the coffee sold in August and September 1955, which actually belong to the current crop (1955-56).

Preliminary official estimates indicate that the new coffee crop in Haiti will not exceed 450,000 bags of 60 kilos each.

Effective October 1st, 1956, coffee for export will be shipped only in bags of 60 kilos (net weight).

These bags are manufactured here by SAFICO—a Haitian owned corporation—from sisal grown locally. Their production target for the first year is 1,000,000 bags.

#### Coffee outstrips cotton in Uganda

For the first time in the history of Uganda, coffee went ahead of cotton in the list of exports in 1955, accounting for 48% against cotton's 39%.

This was the first year in which exports of cotton failed to account for at least 50%.

Coffee exports were 115% higher than in 1954.

Following the introduction of new coffee grades in Uganda, there has been a rise in the proportion of the better grades of Robusta produced in the territory. In the previous season 82% of the crop was classed as f.a.q., but this year 88½% came within the new grades Robusta "10" and "15," which are equivalent to or higher than the former f.a.q. standard.

The earlier classification for Uganda coffee was either f.a.q. or under-grade, but there are now five categories. Although a top grade ("5") has been introduced, no coffee from the main growing areas in Uganda has yet reached this standard (not more than 5% of defective beans).

The two lowest gradings are "25" and "50."

#### Bowers merged with Antrim

C. W. Antrim & Sons, Inc., Richmond, Va., has acquired the brands, blends and formulas of Bowers Brothers, also of Richmond.

AUGUST, 1956

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PANTLIND HOTEL Grand Rapids, Mich.	STEIN'S STEAK HOUSE Chicago, Ill.

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**Offers hints on how to handle  
instant coffee in summertime**

Because some characteristics of instant coffee differ greatly from those of ground, advice on summer practices in keeping and use of the soluble variety is offered by Connor F. Lawrence, general manager of Sol Cafe Manufacturing Corp., Jamaica, N. Y.

For years, food experts have advised keeping opened, ground coffee in the refrigerator, summer or winter. Don't do this with instant, Mr. Lawrence warns. Just recap the opened, instant container and keep it in a dry area. It will not deteriorate. The cold moisture of a refrigerator might cause the instant coffee to solidify.

The larger, more economical container of soluble coffee is just as practical in summer as in winter, and for the same reasons, Mr. Lawrence states.

Since a considerable amount of iced coffee is consumed in the hot months, instant coffee lends itself to further economies here, he points out. When you heat water for instant coffee to make the iced drink, add a double quantity of instant to the amount of water you use.

After pouring it over ice, put the cooled, excess liquid in quart mason jars, tightly capped, and keep in the refrigerator until desired for serving. Emptied, clean mayonnaise jars are excellent for this purpose. When put in a glass with ice cubes, at the refrigerated temperature, the iced coffee will dilute very little.

The concentrate for iced coffee has a further use as flavoring for puddings, pies, pastries, creams and ices,

Mr. Lawrence adds. The amount of flavoring can be controlled to taste. In many cases the depth of color to which the coffee flavoring tints the mix will be sufficient indication of the quantity to use.

Mr. Lawrence adds one caution: be sure to substitute the coffee liquid for an equal amount of water or other liquid flavoring specified in the recipe. Where no liquid is required to moisten a recipe, the instant powder may be used dry.

"Coffee sprinkle"—scattering a small amount of instant over the ice cream—or beating instant coffee into whipped cream—also provides a delightful flavoring, Mr. Lawrence says.

The Sol Cafe Manufacturing Corp. has been making instant coffee since 1940, not only under its own brand, but as a trade processor for nearly 500 distributors throughout the United States and in Central and South America. Mr. Lawrence says that Sol Cafe today is the biggest private brand processor of instant in the United States.

**Harris elected president of Rodney Hunt**

Earl F. Harris has been elected president of the Rodney Hunt Machine Co., Orange, Mass.

Joining Rodney Hunt in 1946, following military service in China, Mr. Harris became vice president of the company in 1947 and executive vice president in 1952.

Mr. Harris attended Dartmouth College, Worcester Polytechnical Institute, Babson Institute, and Lowell Textile Institute.

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He is a member of the American Management Association, the Boston Chamber of Commerce and the Engineers Club of Boston. Mr. Harris is also a trustee of the Franklin County Public Hospital, Greenfield, Mass.

Carl C. Harris, president since 1938, will continue to serve the company as chairman of the board.

Rodney Hunt is a major supplier of chemical, food and drug process equipment, and is particularly known for its Turba-Film Evaporator.

**Lignum Warren named president of Hard & Rand;**

**William Waldschmidt is executive vice president**

A shift of its top executives has been announced by Hard & Rand, Inc., green coffee importers.

Arthur A. Anisanel, widely known in the industry, resigned as president effective July 31st.

He has been succeeded by Lignum Warren, formerly president of Safeway Stores, Inc.

William E. Waldschmidt, president and general manager of R. C. Wilhelm & Co., Inc., is now with Hard & Rand as executive vice president.

Charles Ney has also joined the Hard & Rand organization.

Charles J. Hughes, Jr., who was vice president of Hard & Rand, also resigned on July 31st, as did J. Anson Sim, assistant vice president.

Michael R. Caluzzi, vice president of R. C. Wilhelm & Co., has taken over management of that corporation.

**Volume near billion dollars sold in 1954**

**by coffee, tea and spice agents, brokers**

Coffee, tea and spice agents and brokers did a business of nearly a billion dollars, according to advance information from the forthcoming U. S. Summary of Wholesale Trade, 1954, Census of Business.

The 129 establishments in this category chalked up sales of \$992,494,000, according to the Bureau of Census.

Inventories held by the firm, at the end of that year, were valued, at cost, at \$1,407,000.

Operating expenses of the agents and brokers were \$7,564,000, or 0.8% of sales, it was reported.

The payroll for the entire year was \$3,090,000 for all the firms. The total number of employees ranged from 427 on May 15th to 463 on November 15th.

More than 100 of the establishments were unincorporated businesses with active proprietors.

**Substitute for back seat driving**

Mrs. R. I. C. Prout, president of the General Federation of Women's Clubs, advocates that back-seat drivers act instead as "co-pilots"—especially seeing to it that the driver stops every 100 miles, or every two hours, to stretch his legs and have a cup of coffee.

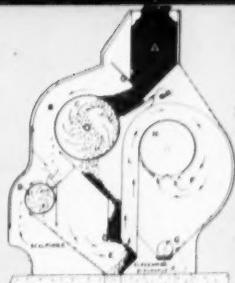
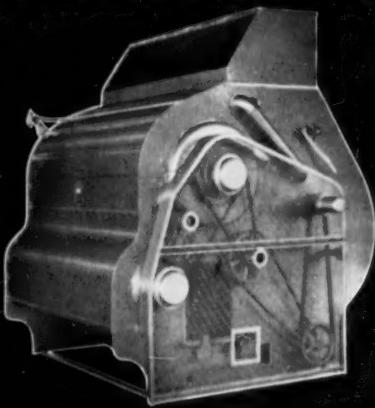
**It won't make him another million**

Millionaire sportsman Robert Howard, trying to beat rising coffee prices, planted his own seeds, according to a United Press report from Hollywood, Calif.

"Learned all about 'em," he told friends. "Now I've got lots of foliage and not one bean. But just wait 'til next year . . ."

AUGUST, 1956

## HOW TO CLEAN GREEN COFFEE BEANS MORE EFFICIENTLY: Use a CARTER SCALPERATOR



Cross-sectional drawing which shows how a Scalperator works.

After green coffee beans are dumped from the sacks, a Carter Scalperator is ideal for removing roughage such as string, paper, and sticks . . . as well as dust and other light foreign materials. The same units also are used as a final protective cleaning operation before the beans are roasted. Scalperators are particularly well adapted for these operations because they are equipped with wipers which prevent the accumulation of strings on the scalping reel.

The capacity of the 24" x 60" Scalperator ranges up to 60,000 pounds of beans per hour. The 24" x 76" handles up to 75,000 pounds per hour. WRITE TODAY for complete details.

### 11" x 60" CARTER SCALPERATOR



If the volume you handle does not require the capacities of a 24-inch Scalperator, the 11" x 42" or 11" x 60" models are recommended. Their maximum capacities are 15,000 and 25,000 pounds per hour, respectively.



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### **Solubles**

**Instant's share of coffee market is now 30% and going up, according to food paper survey**

Instant's share of the coffee market is now in the neighborhood of 30% and rising fast, according to a survey conducted by Supermarket News of representative packers and retailers across the country.

The food industry weekly said that packers' "deals," a big factor in expanding the industry, have become a controversial subject among retailers, some of whom would like to see other means employed to help instant reach its full potential.

This potential is variously estimated from 40% to 70% of total coffee sales within the next five years, and long-range predictions run considerably higher.

Industry optimism springs from these sources according to the publication.

Last year's sales of instant coffee are estimated to have been a whopping \$350,000,000.

In many areas, instant's advances caused no inroads on sales of roasted coffee, an indication that the total coffee market is expanding.

Sales of instant in the South and West, which have lagged behind the East, are picking up. Rural sales generally are reported to be improving.

More and more chains, co-ops and distributors are marketing their own private-label instants, and new regional roasters continue to enter the field. Present estimates put about 170 different labels of instant on dealers' shelves.

A steady trend toward larger-sized jars, especially the six-ounce, reflects more extensive use of instant in American homes.

Instant lends itself easily to summer promotions of iced coffee, helping to slow down the normal warm-weather slump in coffee sales.

Many retailers like instant because it is less bulky to handle than roasted coffee and somewhat higher mark-ups make it a more profitable item.

Half the coffee market in the next few years is what many dealers and packers contacted by Supermarket News predict for instant, and estimates run as high as 85% for the end of a five-year period.

One regional packer declared that 90% of his company's advertising budget for the coming year would be devoted to instant.

"Total consumption of instant will go up to 50% of total coffee sales without material improvement in the product, and possibly up to 100% if the product improves enough," Edward Aborn, president of Tenco, Inc., told the publication.

Mr. Aborn further feels that "total consumption of coffee will rise 50% if and when instant makes a cup of coffee as good as a cup of good brewed coffee."

#### **Costa Rica considering instant plant**

A preliminary survey by the Dirección General de Economía, a subordinate body in the Ministry of Economy and Finance, comments favorably on the possible estab-



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*Coffee!*

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lishment in Costa Rica of a plant for the production of soluble coffee, it is reported by Foreign Crops and Markets.

The survey said that while certain basic materials would have to be purchased abroad, a great advantage could be derived from such an industry in that lower grades of coffee could be utilized to produce an end product similar in quality to that obtained from superior coffees, according to the report.

The survey asserted that the production of soluble coffee must be profitable, as witnessed by the fact that a coffee-importing country like the United States is producing and exporting soluble coffee.

Central Americans are taking an increasing interest in the manufacture of soluble coffee. Within the past year a plant was built in El Salvador, and is now processing and exporting soluble coffee in addition to supplying its domestic market.

#### **Maxwell House to expand Houston plant for manufacture of instant coffees**

General Foods has announced plans for the construction of a major addition to its Maxwell House coffee plant in Houston, Texas.

"Work will begin immediately on construction of a new plant addition which will house a complete processing unit for the manufacture of Instant Maxwell House coffee and Instant Sanka," said Bernard T. Barker, plant manager.

To handle the increased production, about 17,000 square feet of additional warehouse space and new trucking facilities will also be added.

The constantly increasing consumer acceptance of Instant Maxwell House Coffee and Instant Sanka in the rapidly growing market of the Southwestern states has made this expansion necessary.

"In order to serve our customers more efficiently we are more than doubling the present capacity of our soluble coffee operation and adding Instant Sanka to our production in Houston."

About 95 new employees will be added to operate the installation when it is completed in July, 1957. Actual production is scheduled to begin on August 1st, 1957.

This marks the third major expansion for the Maxwell House plant in Houston since the operation was moved in 1946 from the original Check-Neal quarters on Harrisburg Boulevard to the larger quarters it now occupies.

The second expansion took place in 1953 when the first soluble coffee facilities were installed. The present expansion program will give Maxwell House the largest soluble coffee production capacity in the Southwest.

#### **Superior Tea buys Dayton Spice Mills**

The Superior Tea and Coffee Co., Chicago, has acquired a controlling interest in the Dayton Spice Mills Co., Dayton, Ohio., through purchase of stock in the 71-year-old firm.

Charles F. Spicka, president of the Dayton company, said there would be no change in personnel or policies.

Expansion was planned for Dayton and the surrounding territory.

Thomas Riermaier, district manager for Superior in parts of Ohio and Indiana, will act as liaison man between the two companies.

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McGarvey, Jr.



Riley

**McGarvey, Jr., Riley named vice presidents  
of newly formed McGarvey-Atwood Coffee Co.**

The election of officers of the newly-formed McGarvey-Atwood Coffee Co., Minneapolis, has been announced by Robert M. McGarvey chairman of the board, and Henry Atwood, president.

The new company was formed July 1st by the merger of two of the largest Upper Midwest roasting firms, the Atwood Coffee Co. and the McGarvey Coffee Co.

Robert M. McGarvey, Jr., and Harry Riley, have been named vice presidents of the new company; Howard Winney, secretary; E. H. Goblirsch, assistant secretary; Clifford W. Call, treasurer, and E. J. Fenton, comptroller.

Mr. McGarvey, Mr. Goblirsch, Mr. Call, and Mr. Fenton formerly were executives of the McGarvey firm, while Mr. Riley and Mr. Winney were officers of Atwood.

Mr. McGarvey joined the firm in 1950, after attending the University of Minnesota. He had been vice president of McGarvey Coffee.

Mr. Riley joined Atwood Coffee 34 years ago. He was general sales manager for ten years before becoming vice president.

Mr. Winney, formerly secretary and treasurer of Atwood's, had been with that firm for 37 years, starting as a salesman. He became secretary in 1940 and secretary and treasurer in 1949.

Mr. Goblirsch, who was the first employee of the McGarvey company 27 years ago, was secretary of that firm for many years.

Mr. Call, formerly assistant treasurer of McGarvey's, started with the firm as an accountant in 1950 after his graduation from the University of Minnesota.

Mr. Fenton, with McGarvey a little more than a year, was treasurer of that firm.

The merged company has announced plans to enlarge the market area formerly covered by the two firms, which included wholesale sales through chain and independent food stores throughout the Upper Midwest. Both companies have been major suppliers to the hotel, restaurant, and institution field.

Both the Atwood plant at 1129 Currie Avenue and the McGarvey plant at 601 North Fourth Street will be operated at least until September 1st. Then operations may be consolidated at one plant.

Major coffee brands of the two firms, McGarvey's Flame Room and Atwood's Happy Blend, will be continued.

**How many drops in a cup of coffee?**

There are 1,250 drops in the average cup of coffee, according to the Economy Faucet Co., Newark, N. J.

Its drop computers indicated that, at the rate of a drop per second, it takes only 24 minutes of steady dripping from an urn faucet to waste one cup.

**McClelland named by Southland**

Ferman McClelland has been named assistant production manager in charge of plant operations for the Southland Coffee Co., Atlanta, Ga.

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COFFEE & TEA INDUSTRIES and The Flavor Field

## Spray drying soluble coffee

(Continued from page 13)

in the spray dryer. The longer you keep a dry soluble coffee powder hot the more flavor and aroma you lose.

The size of the particle of dried coffee became important when one of the larger firms swamped the market with their "coffee bud," an "amazing new coffee discovery." The flavor of their coffee was better, and the solubility was infinitely better than the other products on the market.

Was there a reason for this better flavor? Was it the method of drying? Did their spherical globule retain the aroma of the coffee in the interior of their tiny microscopic hollow bead? It was my opinion that it did retain the volatile aroma. Blow up a balloon after you have been drinking and the air in the balloon will smell of the kind of whiskey you have been drinking, whether it be Scotch or moonshine. The more coffee air or "aroma" entrapped in the hollow coffee sphere, the more aroma would be released in the cup.

When you cool a heated gas, it contracts. If the gas has an odor like coffee aroma, it will be drawn into a hollow sphere and remain there until it is again heated, as soluble coffee is heated it is dissolved in hot water to make a cup of coffee. Therefore, the problem was to cool the coffee beads in an atmosphere of coffee aroma. Very simple, indeed. And that is exactly what we did.

The particle size and the thickness of the cell walls were other problems. Most of the spray dryers used for milk and other food products were only concerned with making a fine powder; solid powder without a hollow interior. The size of these dryers and their design did not take the other factors into consideration. Therefore, I could not select one of them for soluble coffee.

I decided to build my own spray dryer with the proper dimensions and the cooling features to make the products desired.

The size of the spray particles was the most important factor to consider, after the amount to be sprayed per minute had been determined. You simply can't spray more water into the air than the air can dry, but you can vary the particle size of the spray to suit the condition of the dryer if your height and diameter are properly designed. This ruled out a centrifugal spray nozzle.

This then required a high pressure pump. Pressures of between 500 and 2,000 pounds were required for the particular nozzle to be adopted. This involved some careful thinking. Once the pressure required is ascertained, it must not vary. Therefore, the pump must be equipped with the proper pressure controls. The controls are not manufactured—but this did not present an impossible obstacle. We redesigned the pump so that it would control its own pressure automatically.

Many firms think they can order a spray dryer simply because the manufacturer "thinks" it will do the work on soluble coffee. This is a dangerous assumption and several soluble coffee firms found this but to their dismay.

When I walked through the plant with the management the Monday morning after my arrival in Manila, I saw immediately that much remained still to be done. On the spray dryer, the high pressure pump had not yet been installed. There was no connection made to the spray nozzle which was to enter at the very top of the dryer. Much other work was still needed all through the plant. I foresaw a

(Continued on page 63)

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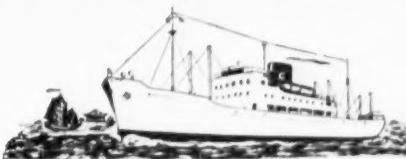
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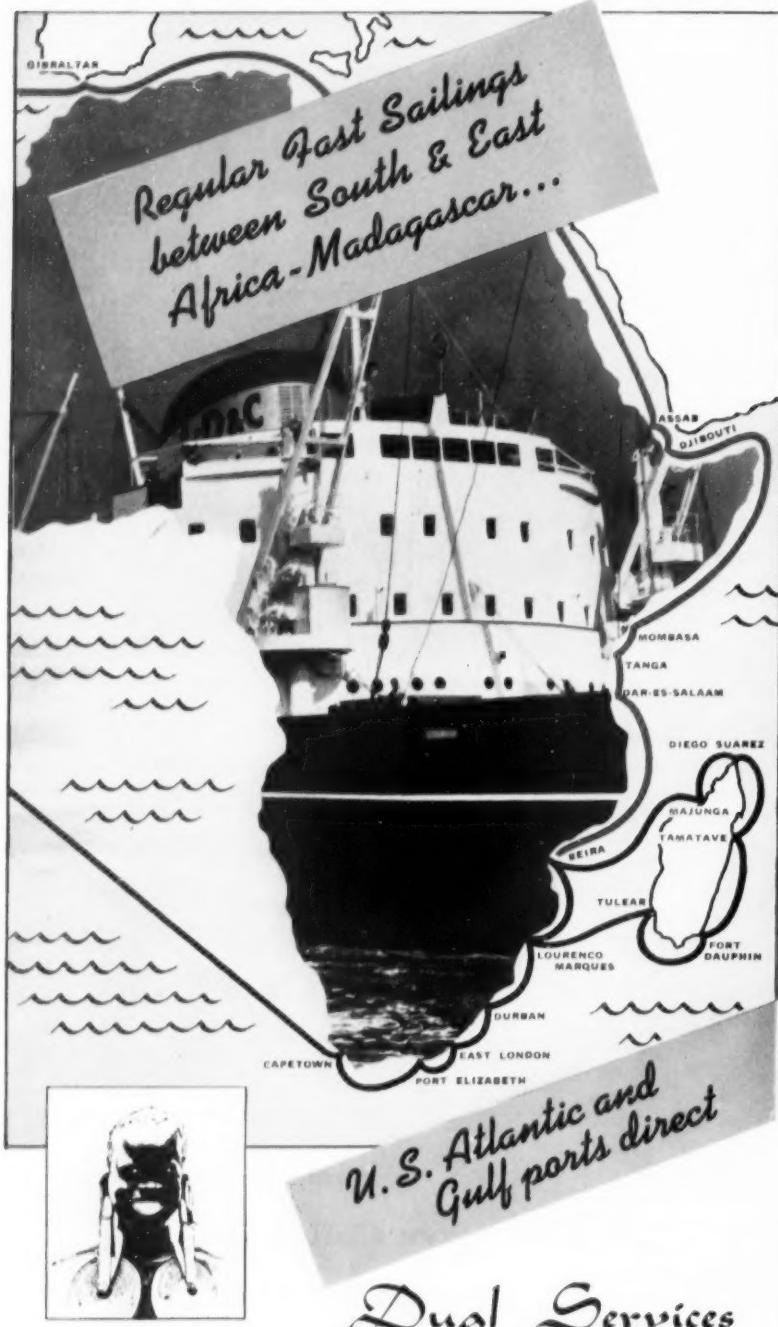
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## Coffee is grown under irrigation in Yemen

P. G. Sylvain, as a coffee expert with the F.A.O., travelled through Yemen to investigate coffee plantations and point out possible improvements in methods.

In a summary in a recent issue of *L'Agronomie Tropicale*, he points out that from a general standpoint, conditions under which coffee is grown in this region are of particular interest, because of these reasons:

Coffee is grown under irrigation; it is not hampered by any disease at all, insect pests if any, are not very harmful; furthermore, indigenous populations make their beverage from the pulp, but not from the beans, which are exported.

Coffee trees are practically all grown on irrigated land at altitudes ranging from 1,300 to 2,250 meters. The area covered by the average farm is rather small. Family hands are generally the only ones employed. Coffee trees are either on the river banks or on higher ground, where irrigation is by gravity.

Seedlings are either collected from under the older plants in production or from nurseries. One-year-old coffee seedlings are planted in 80 cm. square holes, at spacings varying from one to three meters. Several seedlings are planted in each hole.

In the north, shade trees are mainly *Cordia*.

Irrigation periods are irregular; they depend on the frequency and amount of rainfall, on the age of plants, and eventually on the available water resources. The soil is tilled once a year. Sometimes, trees are cut down in order to stimulate plantations.

There are but few diseases and one insect pest, *Dendoryx lorisana*, which only attacks young cherries.

The crop is generally harvested once a year. But it is said that in one region flowering occurs twice a year, July and January. The yield is, on the whole, dependent on the available water resources.

The treatment of the coffee is done in dry form. Shelling is carried out by passage of the fruit in a device composed of two horizontal mills. Standardization operations are mainly effected in Hodeida, and Aden is the export harbor.

The various grades established by the coffee trade appear to be based on the production area.

# Ship sailings

## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

*Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.*

### Abbreviations for lines

Abl Trans Car—Ahlmann Trans Caribbean Line  
 Alcoa—Alcoa Steamship Co.  
 Am-Exp—American Export Lines  
 Am-Pres—American President Lines  
 Arg-State—Argentine State Line  
 Am-West African Line  
 Barb-Fern—Barber-Fern Line  
 Barb.WAf—Barber-West African Line  
 Barb.Wn—Barber Wilhelmian Line  
 Brodin—Brodin Line  
 Cunard—Brocklebank's Cunard Service  
 Delta—Delta Line  
 Dadero—Dadero Lines  
 Dreyfus—Dreyfus Lines  
 Ell-Buck—Ellerman & Bucknell S.S. Co.  
 Farrell—Farrell Lines  
 Grace—Grace Line  
 Grancos—Transportadora Gran Colombiana, Ltda.  
 Gulf—Gulf & South America Steamship Co., Inc.  
 Hol-Int—Holland Interamerica Line

### IFC—I.F.C. Lines

Independence—Independence Line  
 Isthmian—Isthmian Lines, Inc.  
 JavPac—Java-Pacific Line  
 Lamp-Ho—Lampert & Holt Line, Ltd.  
 Lloyd—Lloyd Brasileiro  
 Lykes—Lykes Lines  
 Maerik—Maerik Line  
 Mam—Mameric Line  
 Mormac—Moore-McCormack Lines, Inc.  
 Nedlloyd—Nedlloyd Line  
 Nopal—Northern Pan American Line  
 Norton—Norton Line  
 PAB—Pacific Argentine Brazil Line  
 PacFar—Pacific Far East Line, Inc.  
 PacTrans—Pacific Transport Lines, Inc.  
 Pioneer—American Pioneer Line  
 Prince—Prince Line, Ltd.  
 PTL—Pacific Transport Lines, Inc.  
 R.Neth—Royal Netherland Steamship Co.  
 Robin—Robin Line  
 Royal Inter—Royal Intercean Lines  
 SCross—Southern Cross Line  
 Sprague—Sprague Steamship Line  
 Stockard—Stockhard Line  
 Swed Am—Swedish American Line  
 Torm—Torm Lines  
 UFruit—United Fruit Co.  
 Wei-Lar—Westfal Larsen Co. Line  
 Yamashita—Yamashita Line

### Abbreviations for ports

At—Atlantic port  
 Ba—Baltimore  
 Bo—Boston  
 CC—Corpus Christi  
 Ch—Chicago  
 Chn—Charleston  
 Cl—Cleveland  
 De—Detroit  
 Ga—Galveston  
 Gf—Gulf ports  
 Ha—Halifax  
 Ho—Houston  
 HR—Hampton Roads  
 Jx—Jacksonville  
 LA—Los Angeles  
 Ml—Montreal  
 Mo—Mobile  
 NO—New Orleans  
 NY—New York  
 Nf—Norfolk  
 NN—Newport News  
 Pa—Philadelphia  
 Po—Portland  
 PS—Puget Sound  
 Sa—Savannah  
 SF—San Francisco  
 Se—Seattle  
 St Jo—Saint John  
 Ta—Tacoma  
 Va—Vancouver  
 Wi—Wilmington

## COFFEE BERTHS

### SAILS SHIP LINE DUE

#### ABIDJAN

9/24	Del Rio	Delta	N09/10	Ho9/15
9/6	Del Monte	Delta	N09/22	Ho9/27
9/26	Del Sol	Delta	N010/12	Ho12/17
10/15	Del Oro	Delta	N011/1	Ho11/6

#### ACAJUTLA

8/25	Telde	UFruit	Cr9/1	N09/6
8/26	Choluteca	UFruit	Cr9/1	Ho9/8
8/27	Santa Juana	Grace	LA9/4	SF9/6 PS9/12
9/27	Santa Eliana	Grace	LA10/5	SF10/7 PS10/13

#### AMAPALA

8/27	Telde	UFruit	Cr9/1	Ho9/6
8/28	Choluteca	UFruit	Cr9/1	Ho9/8

#### BARRANQUILLA

8/13	Marna	UFruit	N08/24
8/13	Sartori	UFruit	NY8/19
8/14	Santa Ana	Grace	Chsn8/20 NY8/22
8/21	Santa Teresa	Grace	Chsn8/27 NY8/29
8/24	A steamer	UFruit	N09/4
8/26	Candida	UFruit	NY9/7
8/28	Santa Catalina	Grace	Chsn9/3 NY9/6
9/4	Santa Ana	Grace	Chsn9/10 NY9/12
9/7	Marna	UFruit	N09/18
9/10	Zephyr	UFruit	NY9/30

#### BARIOS

8/11	Lempa	UFruit	N08/15
8/13	Sartori	UFruit	NY8/19
8/19	La Playa	UFruit	N08/23

### SAILS SHIP LINE DUE

8/19	Cubahama	UFruit	Ho8/23
8/20	Torm	UFruit	NY8/27
8/25	Leos	UFruit	N08/29
8/27	Lowland	UFruit	NY9/2
8/31	Cubahama	UFruit	Ho9/4
9/1	Lempa	UFruit	N09/5
9/2	Copan	UFruit	NY9/9
9/8	La Playa	UFruit	N09/12
9/10	Sartori	UFruit	NY9/16
9/11	Kirsten Torm	UFruit	NY9/18
9/12	Cubahama	UFruit	Ho9/16
9/15	Leon	UFruit	N09/19
9/19	Zephyr	UFruit	NY9/25
9/22	Lempa	UFruit	N09/26
9/23	Copan	UFruit	NY9/30

#### BUENAVENTURA

8/13	Santa Margarita	Grace	NY8/20
8/20	Santa Barbara	Grace	NY8/27
8/21	Santa Juana	Grace	LA9/4 SF9/6 PS9/12
8/27	Santa Isabella	Grace	NY9/3
8/31	Farmer	Gulf	Ho9/12 N09/16
9/1	Santa Fe	Grace	LA9/11 SF9/13 PS9/19
9/3	Santa Luisa	Grace	NY9/10
9/14	Merchant	Gulf	Ho9/26 N09/30
9/19	Santa Flavia	Grace	LA9/29 SF10/2 PS10/19
9/28	Shipper	Gulf	Ho10/10 N010/14

#### CARTAGENA

8/11	Santa Paula	Grace	NY8/15
8/13	Marna	UFruit	N08/24
8/18	Santa Rosa	Grace	NY8/22
8/24	A steamer	UFruit	N09/4
8/25	Santa Paula	Grace	NY8/29
9/1	Santa Rosa	Grace	NY9/5
9/7	Marna	UFruit	N09/18
9/8	Santa Paula	Grace	NY9/12

# SHIPS.....

*the essential factor*

## in the COFFEE TRADE



Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

**MOORE-McCORMACK**  
Lines  
5 Broadway New York 4  
OFFICES IN PRINCIPAL CITIES OF THE WORLD

SAILS SHIP LINE DUE

#### CHAMPERICO

8/29	Santa Juana	Grace	LA9/4 SF9/6 PS9/12
9/29	Santa Eliana	Grace	LA10/5 SF10/7 PS10/13

#### CORINTO

8/25	Santa Juana	Grace	LA9/4 SF9/6 PS9/12
9/25	Santa Eliana	Grace	LA10/5 SF10/7 PS10/13

#### CRISTOBAL

8/19	Santa Juana	Grace	LA9/4 SF9/6 PS9/12
8/19	Marna	UFruit	NO8/24
8/30	A steamer	UFruit	NO9/4
9/1	Telde	UFruit	NO9/6
9/1	Choluteca	UFruit	NY9/8
9/13	Marna	UFruit	NO9/18
9/19	Santa Eliana	Grace	LA10/5 SF10/7 PS10/13

#### DAR es SALAAM

8/17	Francois	Dreyfus	NY9/15 NO9/28
8/21	Afr Rainbow	Farrell	NY9/16
8/25	Kertosono	Nedlloyd	NY9/27 LA10/14 SF10/16 Po10/20 Se10/24 Val0/26
8/26	Reuben Tipton	Lykes	Gulf10/5
9/8	Samarinda	Nedlloyd	NY10/10 LA10/26 SF10/29 Po11/2 Se11/6 Vall/8
9/19	Afr Sun	Farrell	NY10/15
9/22	Pierre	Dreyfus	NY10/26 NO11/6
10/14	Lombok	Nedlloyd	NY11/15 LA12/3 SF12/6 Po12/10 Se12/14 Val12/16

#### LA GUAIRA

8/13	Santa Clara	Grace	NY8/21
8/13	Rio Jachal	Arg-State	NY8/18
8/16	Santa Rosa	Grace	NYR/22
8/20	Santa Monica	Grace	NYR/28
8/23	Santa Paula	Grace	NY8/29
8/27	Santa Sofia	Grace	NY9/5
8/27	Rio Tunuyan	Arg-State	NY9/1
8/30	Santa Rosa	Grace	NY9/5
9/3	Santa Clara	Grace	NY9/11
9/6	Santa Paula	Grace	NY9/12
9/17	Rio de La Plata	Arg-State	NY9/22
10/1	Rio Jachal	Arg-State	NY10/6

#### LA LIBERTAD

8/24	Telde	UFruit	Cr9/1 NO9/6
8/25	Choluteca	UFruit	Cr9/1 NY9/8
8/26	Santa Juana	Grace	LA9/4 SF9/6 PS9/12
9/26	Santa Eliana	Grace	LA10/5 SF10/7 PS10/13

#### LA UNION

8/23	Telde	UFruit	Cr9/1 NO9/6
8/24	Choluteca	UFruit	Cr9/1 NY9/8

#### LA LIMON

8/17	Zephyr	UFruit	NY8/25
8/17	Marna	UFruit	NO8/24
8/22	Lovian	UFruit	NY9/2
8/28	A steamer	UFruit	NO9/4
8/30	Candida	UFruit	NY9/7
9/5	Sartori	UFruit	NY9/16
9/11	Marna	UFruit	NO9/18
9/14	Zephyr	UFruit	NY9/25

#### LOBITO

8/14	Afr Dawn	Farrell	NY9/4
8/18	Afr Patriot	Farrell	NY9/16
9/10	Afr Glade	Farrell	NY10/1
9/12	Afr Grove	Farrell	NY10/10

#### LUANDA

8/11	Afr Dawn	Farrell	NY9/4
8/16	Afr Patriot	Farrell	NY9/16
8/28	Del Monte	Delta	NO9/22 Mo9/27
9/7	Afr Glade	Farrell	NY10/1
9/9	Afr Grove	Farrell	NY10/10
9/15	Del Sol	Delta	NO10/12 Mo10/17
10/6	Del Oro	Delta	NO11/1 Mo11/6

AUGUST, 1956



## SYMBOL OF SERVICE to the coffee trade

Flying high over the decks of trim, modern *Santa* ships, the Grace Line flag is a symbol of service especially familiar in Latin American coffee ports. To exporters and importers alike, it is a reminder that Grace ships have been moving green coffee over vital inter-American trade routes for more than a century.

With schedules and itineraries keyed to the needs of the coffee trade, Grace Line links the major coffee ports of South and Central America with North American ports along both the Atlantic and Pacific coasts. When quality coffees call for the best in experienced handling and swift, on-time arrival, it pays to rely on the dependable *Santa* fleet.

*Fast, dependable American Flag Service  
from COLOMBIA VENEZUELA*

*ECUADOR PERU*

*and*

*West Coast of CENTRAL AMERICA*

*to*

*NEW YORK LOS ANGELES*

*PHILADELPHIA SAN FRANCISCO*

*BALTIMORE SEATTLE*

*VANCOUVER, B. C.*

## GRACE LINE

3 Hanover Square, New York 4, N. Y. Telephone: Digby 4-6000

Agents and Offices in All Principal Cities

SAILS SHIP LINE DUE

**MARACAIBO**

8/12 Santa Clara Grace NY8/21  
8/19 Santa Monica Grace NY8/28  
8/26 Santa Sofia Grace NY9/5  
9/2 Santa Clara Grace NY9/11  
9/9 Santa Monica Grace NY9/18

**MATADI**

8/13 Afr Patriot Farrell NY9/16  
8/14 Del Rio Delta N09/10 Ho9/15  
8/24 Del Monte Delta N09/22 Ho9/27  
9/4 Afr Glade Farrell NY10/1  
9/6 Afr Grove Farrell NY10/10  
9/12 Del Sol Delta N010/12 Ho10/17  
10/3 Del Oro Delta N011/1 Ho11/6

**MOMBASA**

8/11 Afr Rainbow Farrell NY9/16  
8/12 Francois Dreyfus NY9/15 N09/28  
8/28 Tuxford Robin Bo10/3 NY10/5  
8/30 Kertosono Nedlloyd NY9/27 LA10/14 SF10/16 Po10/20 Se10/24  
Val10/26  
9/9 Afr Sun Farrell NY10/15  
9/27 Pierre Dreyfus NY10/26 N011/6  
10/12 Samarinda Nedlloyd NY10/10 LA10/26 SF10/29 Po11/2 Sell1/2  
Sell1/6 Val11/8  
10/18 Lombok Nedlloyd NY11/15 LA12/3 SF12/6 PI12/10 Se12/14 Val12/16

**PARANAGUA**

8/11 Mormacmar Mormac LA9/12 SF9/15 Va9/20 Se9/22 Po9/24  
8/12 Mormacdove Mormac NY8/30 Bo9/2 Pa9/4 Ba9/6 N19/7  
8/15 Mormactel Mormac Jx9/3 NY9/7 Bo9/10 Pa9/12 Ba9/13  
8/18 Del Viento Delta N09/8 Ho9/13  
8/19 Itajai Brodin Ba9/7 NY9/9 Bo9/12 Pa9/14  
8/20 Mormacsea Mormac NY9/7 Pa9/10 Bo9/12 Bo9/14 Mi9/19  
8/21 Bow Santos IFC NY9/12 Pa9/14 Ba9/16 Bo9/19 Mi9/23  
8/21 Honduras Lloyd N09/9 Ho9/12

SAILS SHIP LINE DUE

8/22 Nopal Branco Nopal N09/13 Ho9/16  
8/22 Guatemala Lloyd NY9/11  
8/22 Hardanger Wes-Lar LA9/19 SF9/21 Po9/27 Se9/30 Valo/1  
8/26 Mormacsurf Mormac NY9/14 Bo9/17 Pa9/19 Ba9/21 Nf9/22  
8/29 Del Valle Delta N09/18 Ho9/23  
8/29 Alphacca Hol-Int NY9/17 Bo9/19 Pa9/21 Ba9/22 Nf9/23  
8/31 Birgittee Torm Torm NY9/19  
9/1 Peter Jebsen Nopal N09/23 Ho9/27  
9/2 Mormacyork Mormac Jx9/21 NY9/24 Bo9/26 Pa9/28 Ba9/30  
9/4 Bow Plate IFC NY9/23 Pa9/25 Ba9/27 Bo9/30 Mi10/5  
9/7 Colombia Lloyd NY9/27  
9/9 Mormacoak Mormac Ba9/28 Pa9/30 NY10/2 Bo10/5 Mi10/10  
9/9 Forester PAB LA10/4 SF10/6 Valo/13 Sel0/15 Po10/18  
9/10 Del Aires Delta N09/30 Ho10/5  
9/16 Mormacland Mormac LA10/11 SF10/14 Valo/19 Sel0/21 Po10/23  
9/16 Mormacreed Mormac NY10/4 Bo10/7 Pa10/9 Ba10/11 Nf10/12  
9/21 Haiti Lloyd N010/11 Ho10/15  
9/21 Freya Torm Torm NY10/11  
9/22 Venezuela Lloyd NY10/12  
9/24 Del Alba Delta N010/14 Ho10/19  
9/26 Akkramdyk Hol-Int NY10/14 Bo10/16 Pa10/18 Ba10/19 Nf10/20  
10/8 Del Mundo Delta N010/28 Ho11/1

**PUERTO CABELLO**

8/15 Santa Monica Grace NY8/28  
8/22 Santa Sofia Grace NY9/5  
8/29 Santa Clara Grace NY9/11  
9/5 Santa Monica Grace NY9/18

**PUNTARENUS**

8/20 Choluteca UFrut Cr-9/1 NY9/8  
8/21 Telde UFrut Cr 9/1 N09/6

**RIO de JANEIRO**

8/10 Gerg Torm Torm NY8/25  
8/11 Nyland Brodin Ba8/24 NY8/26 Bo8/29 Pa8/31  
8/13 Chile Lloyd NY8/27  
8/13 Alpheral Hol-Int NY8/28 Bo8/30 Pa9/1 Ba9/2 Nf9/3

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AMERICA**

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AND LIBERIA**  
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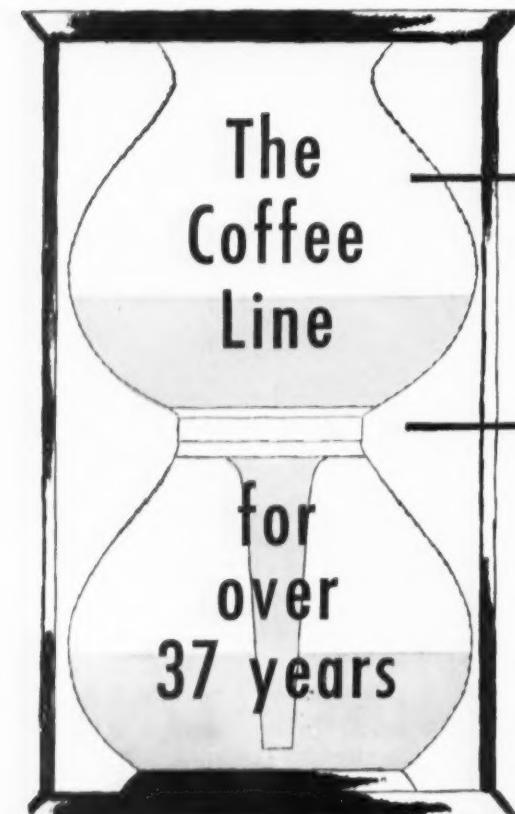
**Delta Line**  
MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS

NEW YORK — CHICAGO  
WASHINGTON — ST. LOUIS

RIO DE JANEIRO: DELTA LINE, INC.  
Rua Visconde Inhuma 134  
AGENTS: ABIDJAN & DOUALA  
Union Maritime et Commerciale

SANTOS: DELTA LINE, INC.  
Rua 15 de Novembre 176-178  
LUANDA & LOBITO  
Sociedade Luso-Americanas, Ltda.

MATADI  
Nieuwe Afrikaansche Handels Vennootschap



COFFEE & TEA INDUSTRIES and The Flavor Field

SAILS	SHIP	LINE	DE
8/15	Brazil	Mormac	NY8/27
8/18	Rio Tunuyan	Arg.-State	NY9/1
8/19	Mormactea	Mormac	Jx9/3 NY9/7 Bo9/10 Pa9/12 Ba9/13
8/22	Del Viento	Delta	N09/8 Ho9/13
8/23	Ita,ai	Brodin	Ba9/7 NY9/9 Bo9/12 Pa9/14
8/25	Mormacsea	Mormac	NY9/7 Pa9/10 Ba9/12 Bo9/14 Mi9/19
8/25	Bow Santos	IFC	NY9/12 Pa9/14 Ba9/16 Bo9/19 Mi9/24
8/26	Honduras	Lloyd	N09/9 Ho9/12
8/26	Nopal Branco	Nopal	N09/13 Ho9/16
8/27	Hardanger	Wes-Lar	LA9/19 SF9/21 Po9/27 Se9/30 Va10/1
8/28	Guatemala	Lloyd	NY9/11
8/30	Del Sud	Delta	N09/13
9/1	Del Valle	Delta	N09/18 Ho9/23
9/3	Alphaca	Hol-Int	NY9/17 Bo9/19 Pa9/21 Ba9/22 Nf9/23
9/5	Argentina	Mormac	NY9/17
9/5	Peter Jebsen	Nopal	N09/23 Ho9/27
9/5	Birgitte Torm	Torm	NY9/19
9/7	Mormacyork	Mormac	Jx9/21 NY9/24 Ba9/26 Pa9/28 Ba9/30
9/8	Rio de La Plata	Arg.-State	NY9/22
9/9	Mormacland	Mormac	LA10/11 SF10/14 Va10/19 Se10/21 Po10/23
9/13	Del Ayes	Delta	N09/30 Ho10/5
9/13	Colombia	Lloyd	NY9/27
9/13	Forester	PAB	LA10/4 SF10/6 Va10/13 Se10/15 Po10/18
9/15	Mormacoak	Mormac	Ba9/28 Pa9/30 NY10/2 Bo10/5 Mi10/10
9/20	Del Mar	Delta	N010/14
9/22	Rio Jachal	Arg.-State	NY10/6
9/26	Haiti	Lloyd	N010/11 Ho10/15
9/27	Del Alba	Delta	N010/14 Ho10/19
9/27	Freya Torm	Torm	NY10/11
9/28	Venezuela	Lloyd	NY10/12
9/29	Akkrumdyk	Hol-Int	NY10/14 Bo10/16 Pa10/18 Ba10/19 Nd10/20
10/4	Del Norte	Delta	N010/18
10/11	Del Mundo	Delta	N010/28 Holl/1
10/18	Del Sud	Delta	N011/1

### SANTOS

8/11	Alpharet	Hol-Int	NY8/28 Bo8/30 Pa9/1 Ba9/2 Nf9/3
8/11	Bow Hill	IFC	NY8/27 Pa8/29 Ba8/31 Bo9/6 Mi9/11
8/12	Chile	Lloyd	NY9/27
8/13	Brazil	Mormac	NY8/27
8/15	Mormacdoe	Mormac	NY8/30 Bo9/2 Pa9/4 Ba9/6 Nf9/7
8/16	Mormacmar	Mormac	LA9/12 SF9/15 Va9/20 Se9/22 Po9/24
8/17	Rio Tunuyan	Arg.-State	NY9/1
8/18	Mormactea	Mormac	Jx9/3 NY9/7 Bo9/10 Pa9/12 Ba9/13
8/20	Del Viento	Delta	N09/8 Ho9/13
8/21	Itajai	Brodin	Ba9/7 NY9/9 Bo9/12 Pa9/14
8/24	Nopal Branco	Nopal	N09/13 Ho9/16
8/24	Mormacea	Mormac	NY9/8 Pa9/10 Ba9/12 Bo9/14 Mi9/19
8/24	Nopal Branco	Nopal	N09/13 Ho9/16
8/25	Hardanger	Wes-Lar	LA9/19 SF9/21 Po9/27 Se9/30 Va10/1
8/25	Honduras	Lloyd	NY9/9 Ho9/12
8/27	Guatemala	Lloyd	NY9/11
8/27	Bow Santos	IFC	NY9/12 Ja9/14 Ba9/16 Bo9/19 Mi9/24
8/29	Del Sud	Delta	N09/13
8/31	Mormacsurf	Mormac	NY9/14 Bo9/17 Pa9/19 Ba9/21 Nf9/22
8/31	Del Valle	Delta	N09/18 Ho9/23
9/1	Alphaca	Hol-Int	NY9/17 Bo9/19 Pa9/21 Ba9/22 Nf9/23
9/3	Birgitte	Torm	NY9/19
9/3	Peter Jebsen	Nopal	N09/23 Ho9/27
9/3	Argentina	Mormac	NY9/17
9/3	Peter Jebsen	Nopal	N09/23 Ho9/27
9/5	Bow Plate	IFC	NY9/23 Pa9/25 Ba9/27 Bo9/30 Mi10/5
9/6	Mormacyork	Mormac	Jx9/21 NY9/24 Bo9/26 Pa9/28 Ba9/30
9/7	Rio de La Plata	Arg.-State	NY9/22
9/12	Forester	PAB	LA10/4 SF10/6 Va10/13 Se10/15 Bo10/18
9/12	Del Aires	Delta	N09/30 Ho10/5
9/12	Colombia	Lloyd	NY9/27
9/13	Mormacoak	Mormac	Ba9/28 Pa9/30 NY10/2 Bo10/5 Mi10/10
9/14	Mormacland	Mormac	LA10/11 SF10/14 Va10/19 Se10/21 Po10/23
9/19	Del Mar	Delta	N010/4
9/19	Mormacreed	Mormac	NY10/4 Bo10/7 Pa10/9 Ba10/11 Nf10/12
9/21	Rio Jachal	Arg.-State	NY10/6
9/25	Haiti	Lloyd	N010/11 Ho10/15
9/25	Freya Torm	Torm	NY10/11
9/26	Del Alba	Delta	N010/14 Ho10/19
9/27	Venezuela	Lloyd	NY10/12
9/28	Akkrumdyk	Hol-Int	NY10/14 Bo10/16 Pa10/18 Ba10/19 Nf10/20
10/3	Del Norte	Delta	N010/18
10/10	Del Mundo	Delta	N010/28 Holl/1
10/17	Del Sud	Delta	N011/1

### TAMATAVE

9/6	Sherwood	Robin	Bo10/20 NY10/22
9/12	Charles	Dreyfus	NY10/19 N010/28

AUGUST 1956

## WHERE YOU WANT IT... WHEN YOU WANT IT...

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, RIO TUNUYAN, RIO JACHAL operate swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from dockside in Rio or Santos to truck or lighter in New York.

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## Specialists in handling COFFEE from BRAZIL to U.S. North Atlantic Ports, Canada

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Bldg.  
**DETROIT**—F. C. MacFarlane,  
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Nedinger, Wickford, R. I.  
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## Regular Service

From The Principal Brazilian Ports To:  
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Owning and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

*Bringing North and South America nearer each other. LLOYD  
BRASILEIRO makes the Good Neighbor a Close Neighbor.*

NEW YORK  
17 Battery Place

NEW ORLEANS  
305 Board of Trade Bldg.



For more than thirty years, Pacific-Argentine-Brazil Line has been a leading factor in coffee commerce between Brazil and the West Coast of the United States. Regular schedules on modern C-3 ships. Entrust your cargoes to experienced P-A-B.



EXECUTIVE OFFICES—100 Bush Street, San Francisco • D'Ouglas 2-2561

SAILS	SHIP	LINE	DUE
<b>TANGA</b>			
8/13	Francois	Dreyfus	NY9/15 NO9/28
8/16	Afr Rainbow	Farell	NY9/16
8/21	Reuben Tipton	Lykes	Gulf10/5
8/27	Kertosono	Nedlloyd	NY9/27 LA10/14 SF10/16 Po10/20 Se10/24 Val10/26
9/9	Samarinda	Nedlloyd	NY10/10 LA10/26 SF10/29 Po11/2 Se11/6 Val11/8
9/14	Afr Sun	Farell	NY10/15
9/23	Pierre	Dreyfus	NY10/26 NO11/6
10/15	Lombok	Nedlloyd	NY11/15 LA12/3 SF12/6 Po12/10 Se12/14 Val12/16

## VERA CRUZ

8/27	Tunaholm	Swed-Am	M19/11
9/5	Rydbohm	Swed-Am	M19/21
9/19	Vrelaholm	Swed-Am	M10/5
10/3	Tunaholm	Swed-Am	M10/19

## VICTORIA

8/24	Del Viento	Delta	N09/8 Ho9/13
8/27	Honduras	Lloyd	N09/9 Ho9/12
9/3	Del Valle	Delta	N09/18 Ho9/23
9/15	Del Aires	Delta	N09/30 Ho10/5
9/27	Haiti	Lloyd	N010/11 Ho10/15
9/29	Del Alba	Delta	N010/14 Ho10/19
10/13	Del Mundo	Delta	N010/28 Ho11/1

## TEA BERTHS

## CALCUTTA

8/10	Magdapur	Cunard	Bo9/13 NY9/15 Wi9/18 Pa9/18 Nf9/20 Ba9/22
8/10	Exminster	Am-Exp	Bo9/14 NY9/15
8/22	City New York	Norton	Bo9/25 NY9/26 Pa9/28 Nf9/30 Ba10/1
8/24	Express	Am-Exp	B9/27 NY9/28
9/8	City Madras	Norton	Bo10/11 NY10/13 Palo/17 Nf10/19 Ba10/20
9/8	City Rochester	Norton	StJ10/22 Mi10/27
9/10	Exemplar	Am-Exp	Bo10/27 NY10/29
9/22	Excelsior	Am-Exp	Bo10/27 NY10/29

## COCHIN

8/11	Jackson	Am-Exp	NY9/14 Bo9/19 Ba9/22 HR9/24 LA10/9 SF10/11
8/11	Eastern	Prince	Ha9/4 Bo9/7 NY9/9 Pa9/14 Ba9/16 Nf9/18
8/19	Exminster	Am-Exp	Bo9/14 NY9/15
8/28	Grant	Am-Pres	NY10/1 Ba10/6 HR10/8 SF10/26
9/1	Express	Am-Exp	Bo9/27 NY9/28
9/8	Adams	Am-Pres	NY10/11 Bo10/17 Ba10/20 HR10/22 La11/6 SF11/8
9/11	Javanese	Prince	Ha10/5 Bo10/8 NY10/10 Palo/15 Ba10/17 Nf10/19
9/18	Exemplar	Am-Exp	Bo10/15 NY10/16
9/22	Monroe	Am-Pres	NY10/28 Ba11/3 HR11/5 SF11/26
10/1	Excelsior	Am-Exp	Bo10/27 NY10/29

## COLOMBO

8/14	Mahanda	Cunard	SF9/9 N09/14 Ho9/17 Ga9/22
8/15	Magdapur	Cunard	Bo9/13 NY9/15 Wi9/18 Pa9/18 Nf9/20 Ba9/22
8/16	Exminster	Am-Exp	Bo9/14 NY9/15
8/20	Trein	Maersk	NY9/21 Mi10/5
8/25	Silvercrest	JayPac	LA10/9 LA10/9 SF10/14 Po10/20 Se10/23 Va10/26
8/29	Express	Am-Exp	Bo9/27 NY9/28
9/4	Peter	Maersk	NY10/3 Mi10/17
9/15	Exemplar	Am-Exp	Bo10/15 NY10/16
9/19	Monroe	Am-Pres	NY10/28 Ba11/3 HR11/5 SF11/26
9/20	Cornelius	Maersk	NY10/25 Mi11/8
9/28	Excelsior	Am-Exp	Bo10/27 NY10/29
9/30	Hayes	Am-Pres	NY11/6 Ba11/14 Ba11/17 HR11/19 LA12/4 SF12/6
10/5	Leise	Maersk	NY11/6 Mi11/19
10/8	Cingalese	Prince	Ha11/4 Bo11/7 NY11/9 Pa11/14 Ba11/16 Nf11/18
10/19	Anna	Maersk	NY11/19 Ha12/3
11/8	Malayan	Prince	Ha12/5 Bo12/8 NY12/10 Pa12/15 Ba12/16 Nf12/18

## DJAKARTA

8/12	Harding	Am-Pres	LA9/24 NY10/10 Ba10/16 Ba10/20
8/16	Javanese	Prince	Ha10/5 Bo10/8 NY10/10 Pa10/15 Ba10/17 Nf10/19
8/18	Peter	Maersk	NY10/3 Mi10/17

SAILS	SHIP	LINE	DUE
8/29	Arthur	Am-Pres	LA10/8 NY10/24 Bal0 31 Bol1/4
9/12	Pierce	Am-Pres	LA10/24 NY11/9 Bal1/6 Bol1/20
9/14	Cingalese	Prince	Hall1/4 Bol1/7 NY11/9 Pal1/14 Bal1/16 Nfl1/18
9/18	Leise	Maersk	NY11/6 Mi1/19
9/26	Buchanan	Am-Pres	LA11/8 NY11/24 Bal1/28 Bol2/2
10/11	Gartield	Am-Pres	LA11/24 NY12/10 Bal2/14 Bol2/18
10/14	Malayan	Prince	Hal2/5 Bol2/8 NY12/10 Pal2/15 Bal2/16 Nfl2/18

#### DJIBOUTI

8/22	Magdapur	Cunard	B09/13 NY9/15 W9/18 Pa9/18 Nf9/20 Ba9/22
8/25	Exminster	Am-Exp	B09/14 NY9/15
9/5	Kertosono	Lloyd	NY9/27 LA10/14 SF10/16 SF10/20 Sel0/24 Val0/26
9/18	Samarinda	Lloyd	NY10/10 LA10/26 SF10/29 Pol1/2 Sel1/6 Vall/8
9/24	Exemplar	Am-Exp	Bal0/15 NY10/16
10/24	Lombok	Lloyd	NY11/15 LA12/3 SF12/6 Pol2/10 Sel2/14 Val2/16

#### HONG KONG

8/10	Grant	Am-Pres	NY10/1 Bal0/6 HR10/8
8/14	McKinley	Am-Pres	LA9/4 SF9/13
8/18	Marit	Maersk	SF9/10 LA9/13 NY9/27
8/20	Adams	Am-Pres	NY10/11 Bal0/17 Bal0/20 HR10/22
8/22	Cleveland	Am-Pres	SF9/9
8/23	Korean Bear	PacFar	SF9/8 LA9/13
8/23	Filmore	Am-Pres	LA9/8 NY9/24 Ba9/30 Bal0/4
8/31	Harrison	Am-Pres	SF9/21 LA9/25
9/3	Monroe	Am-Pres	NY10/28 Bal1/3 HR11/5
9/3	Sally	Maersk	SF9/25 LA9/28 NY10/12
9/4	Golden Mariner	Pac Far	SF9/20 LA9/25
9/13	Hayes	Am-Pres	NY11/6 Bal1/4 Bal1/17 HR11/19
9/16	Wilson	Am-Pres	SF10/4
9/18	Jeppeesen	Maersk	SF10/11 LA10/14 NY10/29
9/19	Japan Bear	PacFar	SF10/4 LA10/9
9/22	Arthur	Am-Pres	LA10/8 NY10/24 Bal0/31 Bol1/4
10/3	Susan	Maersk	SF10/25 LA10/28 NY11/11
10/11	Coolidge	Am-Pres	NY12/4 Bal2/12 Bal2/15 HR12/17
10/18	Maren	Maersk	SF11/10 LA11/13 NY11/27
10/23	Buchanan	Am-Pres	LA11/8 NY11/24 Bal1/28 Bol2/2
10/29	Polk	Am-Pres	NY12/23 Bal2/29 HR12/31

#### KOBE

8/12	Wave	Pioneer	NY9/15
8/13	Adams	Am-Pres	NY10/11 Bal0/17 Bal0/20 HR10/22
8/19	McKinley	Am-Pres	LA9/4 SF9/13
8/25	Marit	Maersk	SF9/10 LA9/13 NY9/27
8/26	Cleveland	Am-Pres	SF9/9
8/26	Harrison	Am-Pres	SF9/21 LA9/25
8/29	Monroe	Am-Pres	NY10/28 Bal1/3 HR11/5
9/6	Hayes	Am-Pres	NY11/6 Bal1/14 Bal1/17 HR11/19
9/9	Sally	Maersk	SF9/25 LA9/28 NY10/12
9/20	Wilson	Am-Pres	SF10/4
9/24	Madison	Am-Pres	NY11/25 Bal2/1 HR12/3
9/24	Jeppeesen	Maersk	SF10/11 LA10/14 NY10/29
10/4	Coolidge	Am-Pres	NY12/4 Bal2/12 Bal2/15 HR12/17
10/9	Susan	Maersk	SF10/25 LA10/28 NY11/11
10/24	Polk	Am-Pres	NY12/23 Bal2/29 HR12/31

#### PORT SWETTENHAM

9/3	Javanese	Prince	Hal0/5 Bol0/8 NY10/10 Pal0/15 Bal0/17 Nf10/19
10/3	Cingalese	Prince	Hall1/4 Bol1/7 NY11/9 Pal1/14 Bal1/16 Nfl1/18
11/3	Malayan	Prince	Hal2/5 Bol2/8 NY12/10 Pal2/15 Bal2/16 Nfl2/18

#### SHIMIZU

8/11	Johannes	Maersk	SF8/25 LA8/28 NY9/12
8/14	Wave	Pioneer	NY9/15
8/21	McKinley	Am-Pres	LA9/4 SF9/13
8/27	Marit	Maersk	SF9/10 LA9/13 NY9/27
9/11	Sally	Maersk	SF9/25 LA9/28 NY10/12
9/26	Jeppeesen	Maersk	SF10/11 LA10/14 NY10/29
10/11	Susan	Maersk	SF10/25 LA10/28 NY11/11
10/27	Maren	Maersk	SF11/10 LA11/13 NY11/27

#### YOKOHAMA

8/15	Johannes	Maersk	SF8/25 LA8/28 NY9/12
8/16	Wave	Pioneer	NY9/15
8/23	McKinley	Am-Pres	LA9/4 SF9/13
8/28	Cleveland	Am-Pres	SF10/4

AUGUST 1956

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SAILS	SHIP	LINE	DUE
8/31	Mari	Am-Pres	SF9/10 LA9/13 NY9/27
9/15	Sally	Maersk	SF9/25 LA9/28 NY10/12
9/22	Wilson	Am-Pres	SF10/4
9/30	Jepesen	Maersk	SF10/11 LA10/14 NY10/29
10/15	Susan	Maersk	SF10/25 LA10/28 NY11/11
10/31	Maren	Maersk	SF11/10 LA11/13 NY11/27

1 Accepts freight for New York, with transshipment at Cristobal, C.Z.  
2 Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C.Z.

### a checklist for coffee brewers

(Continued from page 12)

#### Cups:

Clean?

Free from chips?

Free from stains?

#### Saucers:

Clean?

Free from chips?

Free from stains?

Yes

Yes

Yes

Yes

Yes

Yes

### 6. BREWING PROCEDURE:

#### Source of water:

Cold?

Fresh?

Yes

Yes

Yes

#### Correct amount of water?

(Recommended: 60 oz. brew to 4 oz. coffee)

#### Correct amount of coffee?

(Recommended 4 oz. coffee to 60 oz. brew)

#### Temperature at time of brewing 200°F?

Temperature of stored brew 180°F. to 190°F?

#### Is cloth filter stored in cold, fresh water?

Yes

Yes

Yes

Yes

Yes

### 7. SERVING TECHNIQUES:

#### Coffee served at 180°F?

Yes

#### Cup and saucer clean and dry?

Yes

#### Served with 18% butter fat cream?

Yes

### Coffee output expanding in Panama

Panama was not considered as an exporter of coffee until 1955.

Production of coffee in Panama for the years 1951 through 1954 was equivalent to the internal consumption, and averaged 42,000 bags annually.

Reacting to the mounting world coffee price in 1954, the industry in Panama increased plantings.

The 1954-55 coffee crop in Panama amounted to 48,000 bags, with some 13,000,000 trees producing. Exports in 1955 totaled 10,706 bags.

The 1955-56 crop in Panama is expected to be 20% to 25% less than the previous crop, due to heavy rains during the blooming season, an increase in leaf disease, and the lack of replacement of old trees.

Coffee production in Panama is expected to increase over the next few years, since growers are using better methods and improved varieties of plants.

The government expects the 1956-57 crop to reach 69,000 bags.

The coffee berries are hand-picked, and there was no shortage of labor during 1955.

Coffee production is being stimulated by the price supports of B52.00 per quintal for first quality, fermented, high elevation (Boquete) coffee and B42.00 per quintal for inferior qualities.

Governmental stimulus, plus good world market prices, will place Panama among the coffee exporting nations.

### "brainstorming" hits NRT&CMA

(Continued from page 17)

Beyer, Dick Boles, Til Schlough, Raymond Gerard, E. P. Randolph, Jr., Frieda Hesse, Hazel Barber, A. J. Berluchaux, R. E. Aaslan, Glenn Arthur, William H. Preis, Clarence Frankenberg, Paul Eibert and Nat Elkin, with assists from the rest of the convention, tackled the problem.

In a little over 30 minutes, over 50 ideas were produced. Among the sources mentioned were home shows, gadget sales in local department stores, the customers themselves, the needs of children, a panel of customers, route salesmen, associate members (the premium suppliers), and a list supplied to the wagon route operators by their customers.

The enthusiastic response to this type of session was evident. At its close, plans were already forming to use the brainstorming technique at regional meetings, at meetings within the wagon route companies and at future NRT&CMA conventions.



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## How three restaurants handle iced coffee for extra profits

How three New York City restaurants of different types prepare and serve iced coffee with greater customer appeal was outlined in a recent issue of Restaurant Management.

Here are highlights from that article:

Serving good iced coffee is good business for Massoletti's which lists it on the menu the year-round. During the summer months, the restaurant serves an average of 1,200 glasses of iced coffee daily.

This summer, Massoletti's expects its sales of iced coffee to double. This is based on iced coffee's growing popularity and the coffee industry's nationwide iced coffee promotion.

Providing their customers with good iced coffee is a simple procedure, according to Everett Massoletti, one of the owners of the restaurant. The method used is as follows:

Regular coffee is made at the ratio of one and a half gallons of water to one pound of coffee (the extra strength compensates for the dilution by the ice.)

2. The freshly-brewed coffee is drawn-off into a non-metal container, covered, and allowed to cool at room temperature. (The coffee is never refrigerated over-night).

3. Average serving is six ounces of coffee per 12-ounce glass. It is filled with ice, but leaving room for adding cream and sugar.

This formula provides an average yield of 30 6-ounce servings per pound of coffee. Forced cooling is not recommended. Instead, coffee is poured lukewarm over the ice so as to prevent loss of aroma.

Iced coffee is listed on Massoletti's menu at 20 cents per serving. A special iced coffee float, consisting of a scoop of ice cream, is available on request at a charge of 20 cents more.

During the past few summers, Prexy's, a chain of seven counter restaurants in New York City, has been experimenting with different ways of serving iced coffee that would have greater customer appeal.

Prexy's management was considering a variety of special glasses to be used in serving iced coffee this summer. An added touch might be the use of colorful coasters that would be

eye appealing and at the same time serve to absorb the condensation on the outside of the glass resulting from the ice.

Prexy's method of preparing iced coffee is to pre-cool its regular strength coffee and then serve it with ice cubes, topped with ice cream. When the regular coffee is brewed in the mornings, enough to meet immediate calls for iced coffee is drawn off into glass dispensers. This is repeated throughout the day according to the demand. Coffee left in the dispensers at the end of the day is not allowed to stand overnight.

Iced coffee is big business at the five

Brass Rail restaurants in New York City, at its restaurants at the International Airport (Idlewild) and at its 19 separate operations at Jones Beach State Park.

At least 3,200 glasses of iced coffee were served daily during the summer of 1955. David J. Berge, general manager of the chain, expects the total to be 4,000 or more during the summer of 1956; this without benefit of special restaurant promotion other than listing on the menu.

After trying several different methods of preparing iced coffee, The Brass Rail will experiment in 1956

(Continued on page 62)

24

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### Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from Others	Total	Visible Brazil	Supply—1st of Month	Total
1954							
September	740	266	529	795	320	572	892
October	846	518	398	916	543	590	1,133
November	1,087	501	488	989	403	512	915
December	1,068	975	1,122	2,097	1,035	532	1,567
1955							
January	1,416	605	871	1,476	738	446	1,184
February	1,144	411	874	1,285	567	425	992
March	1,390	434	1,027	1,461	194	541	735
April	1,193	540	650	1,190	425	381	806
May	1,715	585	1,159	1,744	533	422	955
June	1,372	331	984	1,315	272	406	678
July	1,580	739	894	1,632	728	362	1,090
August	1,360	579	745	1,324	484	330	814
September	1,490	731	775	1,506	543	349	892
October	1,804	1,063	824	1,887	1,024	213	1,237
November	2,048	1,017	996	2,013	1,129	363	1,432
December	2,115	842	1,007	1,849	878	222	1,100
1956							
January	1,516	738	905	1,643	780	571	1,351
February	1,894	828	977	1,805	880	445	1,325
March	2,329	1,126	1,226	2,352	1,192	421	1,613
April	1,558	860	716	1,576	822	456	1,278
May	1,336	622	694	1,316	695	586	1,281
June	1,810	866	837	1,703	930	543	1,473
July	1,866	936	828	1,764	1,060	599	1,659

*Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)*

#### USDA estimates

(Continued from page 19)

ing the past year for Mexico, and Haiti and upward adjustment for El Salvador, Honduras and Caribbean areas other than Haiti.

The 1955-56 estimate for Africa is 8,400,000 bags, almost 26% above the 6,600,000 bags of 1954-55.

Increased production is noted for every area on the African continent, as new plantings increased its output almost 31% and stocks of Robusta coffees are expected to reach about 667,000 bags, USDA said.

#### Guzzo, Sa, Mejia

(Continued from page 19)

year ended June 30th, 1956, amounted to 6,246,000 bags, of this quantity 1,100,000 bags had to be discounted, since this is the amount that the Federation sold out of

its old-crop reserves.

He said that the calculation published by USDA was in error by more than 1,000,000 bags.

#### Sao Paulo launches coffee futures contract

The Sao Paulo Commodities Exchange has inaugurated a coffee futures contract.

The reported intention in Sao Paulo is to increase exchange transactions and promote closer interchange between Brazilian production centers and foreign trade consumer centers.

#### Brazil keeps same basis for 1956-57 coffee loans

Brazil has announced that the basis of 1956-57 coffee loans will be the same as in 1955-56.

They will be based on 1,950 cruzeiros per bag for processed coffee Santos style type four at Santos, Paranagua and Rio, or 1,750 cruzeiros on railroad lading bills for the same coffees to the same destinations.

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# Editorials

## See you at the tea convention?

Tea's 1956 convention is around the corner.

When you talk with people who have been at past conventions, you find different people get different things out of them.

Right now, those things might be worth noting.

If you're an old hand at tea conventions, your reservation is probably already in. But if you're one of those few members of the trade who hasn't been to *any* of the conventions—or at least you haven't been to one for many years—these ideas might help you make up your mind.

Trim away the social events and the sports programs, get right down to the heart of the business program, and what you have is a core of progress for your own business:

### *Material on how to sell more tea.*

No business stands still, yours no more than any other.

Progress is born of new ideas, fresh thinking, perspective.

And these are just the things which every tea convention tends to bring to the surface.

Many conventioners say they get most of their mental boosters from the platform talks.

The speakers are almost always top men in their fields. They know what they're talking about—usually the markets to which you sell your tea.

In the past, platform comments have sparked new approaches, or pointed up opportunities, eventually bringing more brand volume.

In at least one instance, statements from a tea convention platform triggered a development which may be a key factor in enlarging one of the big markets for tea in this country.

Other tea people get less from the platform talks than they do from informal give-and-take of opinions and ideas with their colleagues.

A regional tea packer put it to us this way: "What an opportunity! Here, in one spot, is a collection of tea men from all over the country. I don't kid myself that I know it all. I don't, not by a long shot. I have a lot to learn, and I always will, because the other fellow will always think of something that never occurred to me."

"The best way I know to find out about the new ideas is by talking to other tea people, face to face. Sometimes the other fellow even seems to find something useful in what *I* say."

"Chewing the fat with the other boys, that's what I like about the tea conventions. It's worth money to me."

Another tea man who liked both the platform talks and the informal give-and-take, drew something special from both these convention features.

"I find I get caught up easily in routine," he explained. "That's dangerous. You've always got to have points from which to take the long look, to know your general direction. I try to take a couple of these long looks during the year, but none of them work out quite as well as the tea convention itself."

"Getting together with other people, from lots of different places, who have the same problems, seems to do the trick. I can get a really sound look at what I'm doing. And I can measure up against other performances."

"Even seeing the industry picture, which you always get one form or another at the conventions, helps me see my own picture whole."

One tea man, commenting on the social and sports programs, offered another viewpoint.

"After all, tea isn't just a living to me," he declared. "It's a good part of my life. It takes most of my waking hours. It's important to me to have the feeling that I'm spending that time in an industry I like. I get that feeling at the convention shindigs."

"I just love having fun, like we do, with the other fellows in the trade, at the convention."

"It's nothing you can put your finger on, I guess, but for me, it makes the tea industry a nicer place to be."

These are some, not all of the things, that bring tea people back to the conventions.

Of course, not all conventions are the same. By and large, the trade is learning how to put on better ones each year. There is always room for improvement.

But the hard fact is that no tea man can afford to take the risk of not attending the coming convention.

It's being held in New England this year, at Wentworth-by-the-Sea, Portsmouth, N. H., September 23rd-26th, 1956.

If your reservation isn't in yet, better see to it promptly. You can send it to the Convention Chairman, Tea Association, 500 Fifth Avenue, New York 36, N. Y.

## 5 important steps in our service to the Tea Trade



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# what's happening to tea consumption in Great Britain?

*Tea consumption trends in Great Britain are of enormous concern to trade interests not only there and in producing countries, but also to United States tea men.*

*As the largest single market for tea in the world, Great Britain's shifts in demand have an impact on all tea markets.*

*The most authoritative picture of British consumption has become the annual survey conducted by the Tea Bureau, London.*

*This article presents highlights of the sixth survey, made earlier this year.*

The sixth annual survey to be carried out by the Tea Bureau reflects the rather calmer weather which has descended upon the tea world since this time last year, according to D. M. Forrest, Tea Bureau commissioner.

Public reaction to tea is, of course, closely related to questions of price, he pointed out. With stable or declining prices, grumbles about quality died down and fewer people changed their brand or grade. In tune with this are the reasons given by those who do change—most of them simply because they feel like trying something different.

Moreover, this year a special effort was made to find out what characteristics the housewife values in tea.

"We received an overwhelming verdict for flavor—an encouragement to those who believe that it is still worth while offering quality to the public," Mr. Forrest said.

The summarized figures from four recent surveys do seem to suggest a dangerous growth in what might be called the "anti-one-for-the-pot" mentality, Mr. Forrest warned.

Here are the percentages of housewives using only one teaspoonful in making tea for two persons:

1953, 10%; 1954 38%; 1955 35%; 1956 17%.

Nowhere are the percentages of housewives using four to five teaspoonfuls in making tea for four persons:

1953, 10%; 1954 12%; 1955 14%; 1956 17%.

"There seems no evidence that these national declines, dramatic though they seem for 1956, have as yet actually affected overall tea consumption," Mr. Forrest comments. "Size of leaf, for example, is a relevant factor. But they certainly give ground for serious thought."

These are the main findings in the survey:

1. *Weekly consumption per household.* Compared with the 1955 survey, average weekly consumption of tea per household per week is virtually static at about 11 ounces.

In view of the tendency to reply in round figures, it would be unwise to draw conclusions as to total consumption.

One interesting point is that the average consumption of tea in the working-class household is higher than in the middle and upper class households.

Since 1954 there has been a downward trend in average weekly tea consumption by the very poor household from 10.0 ounces in 1954 to 9.5 ounces in 1956. Consumption with the middle and working class households has re-

mained relatively stable over the past three years. Upper-class households appear to have increased their average tea consumption from 9.5 ounces in 1955 to 10.9 ounces for 1956, but the number of households in this sub-sample is rather small and the figures should be treated with caution.

2. *Consumption per head.* The average consumption per head runs out at 3.3 ounces, which was also the case in 1954 and 1955.

3. *Place of purchase.* Multiple grocer and cooperative outlets have gained slightly, it appears, at the expense of the private grocer.

4. *Price paid for brand last purchased.* The downward trend in tea prices is clearly marked. Whereas the 1955 figures showed half the purchases at 1s. 11d. to 1s. 11½d. per ¼ lb., the 1956 survey showed almost half the purchases at 1s. 8d. to 1s. 8½d. per ¼ lb.

5. *Regional preferences.* The cheapest teas (under 1s. 8d. per ¼ lb. at the time of the survey) are most widely purchased in Scotland; all the other regions at this price level show very similar figures. The Northeast buys proportionally more dearer tea; this was also the case in 1955. The price paid for tea correlates closely with social class.

6. *Change in brand or grade.* As was the case in 1955, housewives were asked only about their change of brand in respect of the last three months. The number of housewives changing—15%—has decreased slightly from the 1955 figures. The emphasis on price is not so significant as in 1955, but there is greater emphasis on trying different brands.

7. *Proportion satisfied with tea.* There has been a slight increase in the number of housewives satisfied with the quality of the tea. There has been a decrease in the number of housewives mentioning specific dislikes about the

(Continued on page 49)



This cache of "still brisk" Lipton tea was discovered in the Arctic in 1954 after 45 years. It was left by Commander A. E. Peary on his 1908-9 Arctic expedition, on the Ellesmere Ice Shelf.

# tea for the relief of fatigue, anxiety and tension states

By ALFRED H. LAWTON, M. D. Ph. D.  
Medical Research Advisor  
U. S. Air Force  
Washington, D. C.

In an age when man travels faster, further, higher and deeper, concocts the biggest bang and the brightest flash of light, produces more material goods, and plays harder than ever conceived possible in the wildest dreams of eras past, it is quite possible that the few moments of peaceful contemplative calm traditionally associated with tea time is what man needs most to enable him to find respite from his fatigue, anxiety, and tension states.

These problems cannot be so lightly dismissed with a philosophical quip. A speculative analysis of the research

*Dr. Lawton first summarized the medical background on tea for the relief of fatigue at the 1954 convention of the Tea Association of the U.S.A.*

The article below is one of the papers presented to the historic forum on the medical aspects of tea held at the New York Academy of Sciences. (See: "Scientists at historic symposium explore effects of tea drinking," June, 1955, COFFEE & TEA INDUSTRIES, Page 83; "Introduction," July, 1955 issue, Page 43; "Beverage and dietary aspects of tea," August, 1955, Page 43; "A medical appraisal of tea," October, Page 19; "Psychological effects of tea drinking," January, 1956, Page 49; "Tea—its pharmacology," March, 1956, Page 45.

The symposium was sponsored by The Biological Sciences Foundation, Ltd., Washington, D. C. Dr. Henry J. Klaunberg, executive director of the Foundation, edited the publication of the symposium papers.

*Italics in the article below indicate our emphasis, not the author's.*

necessary to maintain man functioning capably in the world of today indicates that these essential studies can be summarized in three convenient groups. These groups can be labeled by the generic terms: Aging, Fatigue and Stress. A discussion of aging is not germane to the present subject and stress will be considered only as it and, particularly, the psychological facets of stress called anxiety and tension states merge directly into the third member of the research triumvirate—Fatigue. It is such fatigue, including emotional fatigue from anxiety and tension states, that finds so much relief from a cup of tea.

A single example will suffice to illustrate how inexorably intertwined are stress and fatigue. Consider the state of a four-man crew of that modern operational jet bomber who recently completed some 47 hours of non-stop flying. Following the long preparation, briefing period and take-off

there were monotonous hours during which this crew was restricted to their seats, keeping this sensitive expensive piece of machinery on a specific course at near sonic speeds and at altitudes where man must wear special clothing and gear and constantly breathe pure oxygen in order to survive. Interspersed during the monotony were the trying, nearly impossible, periods of contact with the tanker plant for refueling. At the end of the two days the crew faced the exacting task of a skillful high-speed landing followed by the storage of their plant and their equipment and the debriefing interviews. It is impossible to paint a suitable word picture of the stresses and of the resultant fatigue of this flight. Yet, it was all in a day's work. In many ways, few of course as spectacular as the above, modern man finds fatigue and the stresses of anxiety and tension a very real part of his life.

Fatigue, tiredness, lassitude or a host of other terms are utilized in describing this common symptom. Everyone has personal knowledge of this symptom and each one is lucid to himself as to what his fatigue actually is. Yet, the description of fatigue is difficult and the exact physiological explanation of the symptom is at present impossible. A suitable working definition may be to use fatigue as a term to include those determinable changes attributable to continued activity and to regard fatigue as a state affecting the whole man and not merely involving a few of his parts.

There are both physiological and psychological factors in fatigue. The physiological factors include two types of stress—that of hard muscular work or its equivalent and that of a trying environment. The psychological factors include boredom, monotony, irritability, duration of operational periods, the number and display of tasks, environment, working pressures and the person's general attitude.

The human body is in a state of dynamic equilibrium of many functions. Disturbance of any of these functions by any one or a combination of the factors mentioned above upsets the balance so that the component factors must be redistributed or reset in order that equilibrium may be re-established. Continuation of this new homeostasis causes stress—that of hard muscular work or its equivalent and stress to be applied to certain bodily mechanisms. Fatigue appears during this period of multiple readjustments. When any one of these new factors pushes the human organism to the extremity of its range of operation and the end-points of adjustment are passed, fatigue likewise becomes profound and passes over into impairment.

Many devices and numerous pharmaceutical agents have been utilized to postpone the onset of fatigue and to prolong man's capability to continue to function effectively

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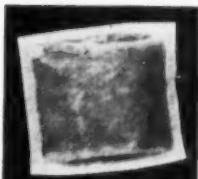
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longer and further down the scale of multiple readjustments before fatigue is overwhelming and results in impairment. Tea, as a representative of the xanthine beverages, is as good an agent for the relief of fatigue as has yet been offered.

Although tea is very modern, serving man in his present stressful living, the first records of the use of tea are lost in the obscure antiquity of the Orient. Then, as now, it served as an auxiliary food to stimulate man's flagging muscular and nervous systems to a pleasant taste midway between gentle excitement and easy repose. Historical and anthropological records uniformly reveal that man has, since the dawn of time, used stimulant beverages for the production of a sense of refreshment and wakefulness and for relief from hunger and fatigue. Modern scientific studies have identified the active ingredients of these beverages as xanthines, particularly caffeine, but science has not been able to improve greatly on the beverage or its effects. It is curious that, although these plants or their resultant beverages produced no outstanding subjective symptoms, these plants were all singled out for dietary use in different areas of the world long before written records were kept.<sup>1</sup>

#### Primitive man, too

The primitive man, even as modern man, appreciated the ease from his fatigue offered by the fragrant cup of tea. The ability of tea to alleviate fatigue is prominent in the Indian myth of its discovery. The tale tells that a young prince vowed to remain awake for nine years to contemplate the virtue of Buddha. When this period was only one-half over the youth fell asleep. In his chagrin he cut off his eyelids as a device to prevent sleep from again overtaking him. Where the amputated eyelids fell a new

plant miraculously sprang up. In desperation born of sleepiness and fatigue the young prince partook of these leaves and found refreshment and wakefulness sufficient to complete his vow. These leaves, of course, were tea.

The popularity of tea as a beverage is in a large part due to its stimulating action resulting from the contained xanthines, mostly caffeine and theophylline. *Psychological tests reveal that a cup of tea gives both an immediate and a delayed lift without inducing secondary depressing effects.<sup>2</sup> Pharmacologists report that beverage tea tends to facilitate mental and muscular effort, to diminish drowsiness and fatigue, and to produce a sensation of comfort and cheerfulness without being followed by depression unless reserves are exhausted.<sup>3</sup>*

#### Increased ease

The average cup of tea provides sufficient xanthines to stimulate the central nervous system, to redistribute the circulation for efficient activity, to produce increased ease of muscular activity, and to cause diuresis. Although the capacity for muscles to perform work is increased by the cup of tea and this is a factor in explaining the relief of physical fatigue, the main effect of the tea in alleviating fatigue is due to the stimulation of the nervous system. It is easy to show that the nerve cells fatigue in test preparation long before the muscle bundle is exhausted. Therefore, the first preventive or alleviative effects of tea on fatigue can be postulated as occurring on the nerve cells or their synapses.

The abatement of fatigue occurs not only peripherally but also centrally in the nervous system. Evidence of cortical stimulation following ingestion of tea includes increased speed and clearness of thought, more rapid association of

(Continued on page 49)

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# the examination and tasting of tea



*This basic summary of one of the tea trade's most essential procedures is from the newsletter of the Tocklai Experimental Station, Indian Tea Association. Part 4—Conclusion.*

## Quality

Quality is the essential characteristic of a good tea and is an impression derived from the palate when tea liquor is tasted. In the cloth and leather industries the quality of the product is assessed by eye and touch; in the tea industry degrees of quality are perceptible to the palate. Although it is not possible to explain what quality in tea actually tastes like, it is possible to say that common, coarse and plain liquors are severely lacking in this quality.

High grown Ceylons, Darjeelings, Upper Assams and certain China and South Indian teas are known for producing quality liquors, although degrees of quality vary with seasonal changes. For instance, Assam teas are at their best during the short second flush and autumnal periods.

Common teas such as those from the lower elevation estates in Ceylon, Dooars, Cachar, Malaya, Sylhet and certain Africans are mainly devoid of quality except for a few short periods during the year.

## Strength

Strength denotes substance in a liquor, and is generally described by a qualifying adjective, such as "some," "a little" or "good."

Liquor color is a good guide to strength; pale and light-looking tea liquors generally have less strength than colory liquors. This, however, should only be used as a rough guide, as it is not uncommon to find a colory liquor which is lacking in strength and a light looking liquor with good strength. Within grades from the same estate, strength normally follows color and the most colory grades, usually Dusts, are strongest.

Teas from Northeast India are renowned for their strength, and this is most pronounced in Assams manufactured by the C. T. C. process.

## Briskness

Briskness is a live taste in a tea liquor, as opposed to flat or soft. Fresh spring water may possibly be described as being brisk when compared with cold boiled water. The taste is perceived from the gums and the underside of the tongue.

The extremes of briskness are pungent and soft. While certain districts are well known for producing pungent liquors, e.g., those in Assam and high grown Ceylons and South Indian teas during the quality periods in particular, others produce tea with only a little briskness. The majority of these teas are manufactured during the monsoon period on low elevation estates. While it is not possible to produce pungent teas from all estates, it is nevertheless possible to produce a soft liquor by faulty manufacture. This is generally linked up with extreme heating of the green leaf bacterial infection, over fermentation or the packing of made tea with a high moisture content.

Briskness in a tea liquor is a most desirable feature.

## Flavor

Flavor is a most apparent aroma which is perceived through the mouth as distinct from via the nose.

The most delicate flavors are found on estates at high elevations. Ceylon teas, and especially those from the Uva and Nuwara Eliya districts, Indian teas from Darjeeling and Nilgiri Hills and certain China types are renowned for their fine flavor liquors. Other flavors which are not as delicate or "refined" may be found on high or low elevation estates in other parts of the world, e.g., Africa, Formosa and low elevation estates in Ceylon.

The fineness of flavor produced from an estate will vary according to the time of year. For this reason, the most valuable Darjeeling teas are manufactured during the second flush period.

The flavor of tea also varies from country to country and district to district. A tea taster for instance would have no difficulty in differentiating between the flavors of Darjeeling and Nuwara Eliya.

(Continued on page 50)

## **Hard-hitting business program, colorful social events, set for 1956 Tea Convention**

Plans for the 1956 convention of the Tea Association of the U.S.A. have been whipped into shape by industry committees hard at work for many months.

The convention returns to New England this year. It will be held September 23rd-26th, at Wentworth-by-the-Sea, N.H.

Among the speakers will be Lt. General James M. Gavin, whose public statements on the consequences of atomic fall-out in the event of war recently drew international attention.

Coming over from London to speak at this year's convention is Sir James Jones, C.B.E., chairman of the board of James Finlay & Co., Ltd.

One of the pioneers in the creative development of advertising, Leo Burnett, chairman of the board of the Leo Burnett Co., will put before the convention stimulating and challenging views on business marketing problems. Mr. Burnett makes only two or three platform appearances a year.

Pointed comments on tea in the grocery market will be offered by Orville W. Johler, vice president of the Independent Grocers' Alliance. Mr. Johler is an advertising and promotion specialist with IGA, the largest voluntary group in the country.

A picture of how tea is doing will be presented by Warren Cousins, vice president of the A. C. Nelson Co., whose special interest in that research organization is keeping track of tea's progress.

Russell Z. Eller, advertising manager of Sunkist Growers, Inc., will discuss related item merchandising. Spokesman for one of the oldest, most successful industrywide marketing cooperatives, Mr. Eller is vitally interested in tea. Lemons are used with 22.7% of hot tea and 57.5% of iced tea consumption.

Although tea people who were at past industry gatherings might not think it possible, a social program has been developed with entirely new ideas for convention fun.

Monday evening, September 24th, will be Priage Night. Teamen will blossom out as Long John Silvers, complete with cutlass, and the distaff side as bold and sassy women in bandannas and hoop earrings.

The following night, with a drastic change in pace, the convention will go to a formal Mardi Gras ball, with masks, a parade, and crowning of King and Queen for the night.

The Wentworth-by-the-Sea is reported to be a luxurious hotel located in its own private park on historic New Castle Island.

Every resort activity will be available, including golf, tennis, an outdoor swimming pool, riding, etc.

### **Impetus for tea growing in Argentina**

Interest in the production of tea began under the Peron regime. Peron considered the import of tea an unnecessary luxury and, when dollars became scarce, banned imports and recommended that people drink maté. In public offices, where tea or coffee had become a "must" in the afternoon, maté was served instead. As a result, tea went underground and had to be bought as contraband at fabulous prices.

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## Tea Movement into the United States

(Figures in 1,000 pounds)

	April 1955	May 1955	June 1955	July 1955	Aug. 1955	Sep. 1955	Oct. 1955	Nov. 1955	Dec. 1955	Year 1955	Jan. 1956	Feb. 1956	March 1956	April 1956	May 1956	June 1956
<b>Black</b>																
Ceylon	3,348	2,958	1,925	3,219	4,136	3,882	4,819	2,503	2,153	38,564	3,906	3,008	5,036	4,954	3,270	3,331
India	3,162	3,333	955	647	1,416	2,015	3,192	2,217	4,166	36,561	3,537	3,259	3,937	4,264	2,572	1,989
Formosa	136	8	79	67	71	138	893	278	571	3,630	265	189	93	60	141	623
Africa	69	942	277	383	462	497	391	290	365	4,575	308	343	378	495	200	384
Indonesia	1,561	812	1,130	1,000	848	862	1,888	1,005	850	13,264	1,499	970	689	1,279	635	1,017
Japan	25	14	20	1	7	134	326	327	139	1,589	145	134	108	64	36	51
Misc.	1,502	561	386	245	391	84	181	133	92	4,838	196	123	167	50	248	91
<b>Green</b>																
Japan	14	59	70	311	306	320	121	98	151	1,722	249	40	116	60	82	82
Misc.	5	...	...	5	2	39	56	2	21	150	11	5	29	5	8	10
<b>Oolong</b>																
Formosa	10	9	32	12	21	22	92	18	35	303	18	16	21	6	15	16
Canton	5	6	6	3	9	21	19	12	7	91	5	2	1	2	1	1
Scntd Cntr	11	10	9	2	9	3	4	13	3	73	8	3	2	7	7	6
<b>Mixed</b>																
<b>TOTALS</b>	<b>9,860</b>	<b>8,717</b>	<b>4,902</b>	<b>5,797</b>	<b>7,685</b>	<b>8,052</b>	<b>11,995</b>	<b>6,910</b>	<b>8,557</b>	<b>105,481</b>	<b>10,154</b>	<b>8,104</b>	<b>10,580</b>	<b>11,253</b>	<b>7,227</b>	<b>7,605</b>

*Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.*

### tea consumption in Great Britain

(Continued from page 43)

quality of the tea. The most significant factor liked about the present quality of tea was the flavor.

Just over nine of every ten housewives say they are satisfied with the quality of tea they are getting at present. The slight downward trend in 1954 and 1955 has stopped and the proportion of satisfied housewives has lifted to 92%.

The factor of flavor came out strongly; it was mentioned by just over two out of every five housewives. Economy and strength were both mentioned by nearly one housewife in five.

8. *Caddy spoons and teaspoons.* There has been a slight decrease in the use of caddy spoons and a small increase in the use of teaspoons and other types of measures.

9. *Amount of tea for two and four persons.* There is evidence that housewives are using slightly less tea when making for two or four people compared with the 1955 results.

10. *Tea, coffee and other drinks served yesterday to the family.* Only 1% of household members did not have tea on the previous day. With 56% of household members coffee was not drunk on the previous day, compared with 50% of other drinks.

The peak periods for the drinking of tea in the home are at breakfast, early morning, midday and tea time. Of an evening only one in three families take tea before going to bed.

The peak period for coffee-drinking is mid-morning. Only half the families took other drinks, mainly before going to bed.

The consumption of coffee tends to have an upper and middle class bias. Over half the people concerned did not have coffee on the previous day.

11. *Tea and coffee drunk by housewives outside the home.* There has been a very small increase in the number of housewives drinking tea outside the home compared with the 1955 survey. The percentage of housewives having

coffee outside the home has remained static over the past four surveys.

12. *Knowledge of the Tea Center.* A very satisfactory percentage of people had heard of the Tea Center. Two-thirds of the people who knew of the Tea Center were able to make intelligent comments about its functions.

### tea for relief of fatigue

(Continued from page 46)

ideas, a capacity for more prolonged intellectual effort and in the disappearance of mental weariness and loss of desire for sleep.

*Tea is an integral part of the modern diet. It provides a relief of fatigue and a feeling of well-being to physical laborers and brain workers alike. Tea time is a pick-up time, yet without a noticeable let-down period. There is no doubt that tea alleviates fatigue although scientists have as yet been unable to satisfactorily define fatigue, elucidate its mechanisms, explain how to prevent its onset, or completely overcome its presence.*

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3. Sollman, Torald, *A Manual of Pharmacology*, W. B. Saunders Co., Phila. 7th Edition, 1948.

### Tea growing in Australia still probed

The potentialities of tea growing on the north coast of New South Wales are still being investigated by officers of the Australian Department of Agriculture. S. R. Ballard, supervisor of the Far North Coast Agricultural Region, said recently,

Though early trials at the Grafton Experiment Farm were unsuccessful, he said, it was now thought, in the light of later information, that this was due to the varieties of plants grown and the dry conditions existing at the time of the experiments.

## **the examination of tea**

(Continued from page 47)

### **Manufacturing faults**

Faults in manufacture which affect liquorizing properties are many and varied. Desirable liquor characters, such as quality, flavor, briskness, etc., may be completely lost due to faulty manufacture. Other manufacturing errors may leave a marked and most unpleasant taste in the tea liquors. Those most commonly encountered are caused by firing at incorrect temperatures, producing either stewed or burnt liquors. The firing machine is also responsible for teas having a smoky taste in cup.

Bacterial infection during manufacture is far from uncommon and is borne out by the number of fruity and sour teas which are put up for sale in practically every auction. Bacteria are often the cause of many liquor failings, which are far too frequently put down to other manufacturing errors.

Tea should be packed at a maximum moisture content of 4%. To pack with a moisture content of less than 3% would be uneconomical. Packing with more than 4% moisture will affect the keeping properties of the tea and eventually result in liquors becoming tired, flat, moldy, out of condition, etc.

### **Cream**

Cream is the precipitate sometimes obtained when tea cools. Cream is a combination of catechin with caffeine.

This remains in solution in the hot tea infusion. On cooling, it is thrown out of solution and so remains suspended. After long standing, it settles at the bottom.

A bright cream indicates a good tea, whereas a dull or muddy cream is indicative of an inferior tea.

Most strong teas will "cream down"; those from Assam, in particular, giving the appearance that milk has been added. The more common teas produce dull and heavy creams. A light and flavorful liquor may not "cream down," but this is not considered something to detract from its value.

### **Junior Tea Board elects Congalton**

#### **chairman, names new directors**

William Congalton, of Standard Brands Inc., New York City, was elected chairman of the Junior Board of the Tea Association of the U.S.A. at the organization's recent meeting.

Thomas Dannemiller, of the Dannemiller Coffee Co., Brooklyn, N. Y., was named secretary-treasurer.

Elected directors for three year terms were John Rynki, Tetley Tea Co., New York City; Larry Kilgore, Wm. S. Scull Co., Camden, N. J.; Charles Gratale, Gratale Bros., Inc., Hoboken, N. J.; and Bernard Sachs, COFFEE & TEA INDUSTRIES, New York City.

John Haigh, of L. D. Seymour & Co., Inc., New York City, who had served part of a term, was reelected.

The new officers and directors take office in September.

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**"Import it yourself" tea drive  
planned by Orbis Commodity**

An advertising campaign for tea is in the making, on the general theme of "import it yourself."

Copy to appear in newspapers and magazines in the fall will urge tea drinkers who have an educated taste for the beverage to buy high-grown selected blends directly from Ceylon.

The tea will be shipped in decorative wooden chests.

Ralph D. Gardner Advertising is handling the campaign for the Orbis Commodity Service Corp.

**Quart-size iced tea bag**

**distributed by Servit**

The Servit Foods Corp., New York City, is distributing a double-strength, quart-size iced tea bag.

Each package contains ten quart-size bags, designed to take the guesswork out of quantity iced tea brewing.

**Carl Wood, new Lipton President,**

**with firm more than 30 years**

Carl I. Wood, who was recently elected president of Thomas J. Lipton, Inc., has had a long career with the company.

Robert B. Smallwood, former president, was named chairman of the board and chief executive.

Mr. Wood joined Lipton in 1922 and until the end of 1923 managed the company's Chicago division office

and a coffee roasting plant which Lipton maintained in Chicago during that time.

In 1924 Mr. Wood returned to Hoboken. He was made secretary of the company in 1927.

In 1929, the duties of assistant general sales manager were added to his already existing tasks and in March, 1931, he became general sales manager.

He was made assistant general manager in 1932 and in 1937, a director and vice president. In 1939 Mr. Wood became executive vice president of the company.

Mr. Wood is a graduate of Georgetown University Law School. Following military service during World War I, Mr. Wood was associated with the United States Shipping Board.

**New package caser developed**

A new package caser, introduced earlier this year, is said to take package casing out of the high-cost bracket, reducing it to the small budget proportions demanded by profit-minded management.

Called the "Sure-Way" Caser, it will fill cases at up to 240 packages per minute. Requiring only one unskilled operator, it has reduced labor costs as much as 70%, cut space requirements up to 80%, eliminated label damage and has been readily adapted to a wide variety of package sizes. Its automatic, fast and precise operation is said to be fully flexible to permit changes of loading patterns.

"Sure-Way" is offered exclusively through the Food Machinery & Chemical Corp.



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## Ceylon plans eventual nationalization of land, Prime Minister discloses

Ceylon's Prime Minister, S. W. R. D. Bandaranaike, in an interview with a representative of The Tea and Rubber Mail confirmed the earlier statements that it was the intention of his government to nationalize the land and the tea and rubber industries in his country, that London weekly reports.

The program of his government was a long-term one, and the intention was to proceed to nationalize or enforce state control of services and industries where such action was demonstrably in the interests of his country. The scheme for the taking over of land by the state would be evolved on the basis of experience gained from earlier nationalization projects, which were to be carried out in stages.

There was no intention to snatch away, overnight, foreign-owned estates. No scheme of nationalization would involve expropriation, the government and the Socialist Party being opposed to such an act, it was stated.

It was the government's intention to discuss with organization's representing owners of land and estates the methods with which it was proposed to introduce nationalization, together with objections and alternative proposals submitted by those affected. He added that any scheme of nationalization contemplated would involve just and fair compensation.

The Prime Minister reiterated that the government's policy was long-term and its materialization of land might take years.

### Pakistan tea exports drop sharply; home consumption up, production down

Exports of tea from Pakistan in the year from April 1st, 1955, to March 31st, 1956, have dropped sharply, it is reported by Khalid Askary, Karachi correspondent of COFFEE & TEA INDUSTRIES.

The 1955-56 figure was 10,349,596 pounds, compared to 24,474,177 pounds during the same period the year before.

Most of these exports, in both years, were to the United Kingdom.

Consumption of tea in Pakistan has increased, while production has fallen thereby leaving a smaller surplus available for export, it was stated.

Production of tea fell to only 49,000,000 pounds in 1955-56 season, while in the previous season production was 55,000,000 pounds.

There was an increase of 1% in the area under tea, but production fell due to a drought which hit some of the tea estates at the beginning of the season.

The main reason for the fall in tea exports is stated to be rising internal consumption. Tea consumption within Pakistan has risen to over 25,000,000 pounds now.

The increase in consumption of tea in Pakistan is relatively large in West Pakistan, compared to East Pakistan.

The central government and individual tea growers have taken note of the increase in internal consumption of tea, and steps to increase the acreage under tea have also been taken.

This year the export quota for tea has also been reduced, compared to previous years.

It is estimated that at the most the available surplus for export would be 30,000,000 pounds during the new season.

### Attention to tea garden modernization urged on three big producing countries

The governments of the three countries responsible for four-fifths of the world's tea should give sympathetic consideration to the problem of modernizing tea gardens, it was stated by Sir Eric Macfadyen in London recently.

Sir Eric, addressing shareholders of the Rubber Plantations Investment Trust, claimed that India, Pakistan and Ceylon all had a long-term problem before them. A large proportion of their acreage of tea could be much more productive if so much were not already past middle age.

Planting costs had, however, become so high that to replant on any substantial scale was now out of the question for most producers.

As a large element in the high costs was due to the governments' taxation policies, and the solution was becoming more urgent every year, he felt the problem of modernization should receive the sympathetic consideration of the governments concerned.



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# Packaging

## a bright new era for coffee can design?

The end of an era of conservatism in coffee packing may be on the way.

The straw in the wind is the new Hixson's Coffee can. Packed by H. H. Hixson & Co., Inc., Chicago, the package uses the American Can Co.'s lithography technique for iridescent "metallic" coloring.

A. J. Segreti, Hixson vice president, confirmed a report which stated that for a long time the firm went along with the idea of having its coffee cans set back quietly with its competitors.

But now it has a can that practically leaps out at the shopper. It does this by means of color. Instead of being covered with opaque inks, in the industry's usual fashion, the new can is lithographed with transparent ink. This allows the reflective surface of the metal to "shine through," giving the color a metallic, almost iridescent character.

Hixson previously used an opaque maroon. Now it has what is called "metallic" maroon. Actually, the color changes with differences in light reflections and surroundings, so that it might appear almost pink from one angle and maroon from another. But whatever shade of red it gives out, the can is one that refuses to go unnoticed.

To launch new can, the packer felt it best to try it out on a two-pound size, which is in the minority in sales at about one to five ratio.

Mr. Segreti explained that the company actually added the two-pound size in order to test consumer reaction without jeopardizing its standby, the one-pounder.

"To our amazement," said Mr. Segreti, "when these colorful cans went on the store shelves the acceptance was extraordinary."

Brokers handling the Hixson line in California, Texas and Arizona reported that customers were picking up one two-pound can for every three one-pound cans (still in opaque color). This one-to-three sales pattern, compared with the industry's normal one-to-five ratio, gave Hixson all the proof it needed as to the color's effectiveness.

"We believe that this label 'promotes itself,' and therefore costly promotional displays are not necessary in the already crowded stores," Mr. Segreti said.

Naturally it is difficult to make any accurate estimates so soon as to an increase in Hixson's over-all coffee sales, Mr. Segreti added, but he said there was a general sales upswing on the basis of a survey just completed in San Francisco, where it has been proved that the metallic labeling has had a definite effect on sales.

The tradition-breaking transparent red color now appears on the company's one-pound and two-pound cans, and on the foil labels for its instant coffee jars.

In its initial consumer reaction tests, Hixson tried transparent gold and green, as well as red. The company's own inclination, Mr. Segreti said, was first toward the gold, be-



Hixson Coffee's one and two pound cans in the "iridescent" design.

cause of its strong product association. But the customer went for the red. Green ran a distant second; gold was out of the running.

The new cans carry a contrasting spot of opaque yellow, with red printing announcing a change in blend. Otherwise, the design of the container is the same as before, except, of course, for the color switch.

Although this type of label has been used on metal cans for other products, primarily beer cans, its use on coffee cans by Hixson is definitely a first in the coffee packaging industry.

Robert Bailey, of Bailey-Griffiths, San Francisco, West Coast broker for Hixson, commented that this trend away from dull, prosaic coffee can labels is in line with other aggressive sales techniques and may very well change the entire coffee industry's concept of labeling its packages.

The Hixson canned coffees are marketed through wholesalers and brokers to large chain stores and independents throughout the Midwest and Southwest areas, and on the Pacific Coast, where the market test was just completed. The company is also considering national distribution.

Mr. Segreti said the foil labels—for the instant coffee jars—are made by the Gugler Lithographing Co., in Milwaukee, and the cans are supplied by the American Can Co. and the Continental Can Co.

### Coffee processing in Haiti

There are few modern factories in Haiti with adequate drying platforms or drying equipment and facilities to properly depulp and wash coffee.

## **Packettes**

### **Canco announces \$27,000,000 national plant**

#### **equipment program to combat rising costs**

The American Can Co. has appropriated \$27,000,000 for installation of new manufacturing facilities as a first step in combatting rising tin and steel plate prices, it has been announced by William C. Stolk, president of the container firm.

The company will install extensive new equipment and plant facilities at various points in the U.S. to process tin and steel plate from continuous strips, he explained. This, to a major extent, will eliminate the use of pre-cut sheets which Canco, along with the rest of the can industry, has been using up to now, he added.

"This development means that we will take plate from the steel companies in huge coils before it has been inspected, chemically treated or cut into sheets," Mr. Stolk said. "We will perform these operations in our own plants, instead of having the steel mills perform them at their cost plus a profit."

He said that among the initial steps in the two-year program will be construction of a large new plate processing plant to be built in the Chicago area. This plant, with about 200,000 square feet of floor space, when finished, will employ 500 people with annual payroll and employee benefits totalling some \$2,500,000.

Mr. Stolk added that additions for installing plate processing equipment will be constructed at Canco's Oakland, Cal., and Tampa, Fla., plants. Plate processing facilities also will be installed in the New York metropolitan area, Baltimore, Los Angeles, Texas and a number of other locations, he said.

#### **Automatic carton top-flap gluer announced**

A new fully automatic, carton top-flap gluer is now available. It features a new "closed-system" gluer which is always ready and requires no preparation and no clean-up or loss of time and material.

The inside flaps are folded flat, and receive lines of glue in an adjustable quantity, as required, through small nozzles from a solenoid valve. Then comes the folding down of top flaps to enter the compression unit. The application of glue is spaced according to inside flap spacing.

Full information is available from the manufacturer, General Corrugated Machinery, Palisades Park, N. J.

#### **Mustard packaged in tubes**

#### **for sale with frankfurters**

Polyethylene tubes used for packaging mustard to be sold with packaged frankfurters were unveiled at the Western Packaging Show, Los Angeles, by the Bradley Container Corp., Maynard, Mass.

A meat packer and a condiments manufacturer tested the tubes, it was reported.

#### **Tea bush count**

Between 1950 and 1955, the number of tea bushes in Argentina rose from 5,723,700 to 146,286,000. But only 8,500,000 are in production. The rest are too young.



The three-dimensional display pours "coffee" into the cup.

#### **Coffee pot "pours" in giant display**

#### **at supermarket's coffee department**

Some interesting technical problems challenged the achievement of a 13-foot long three-dimensional animated display—of a coffee pot pouring coffee into a cup—for the Big Ben supermarket in East Northport, L.I., according to Herbert Ross, vice president and production chief of Custom Displays, New York City.

The firm, which specializes in three-dimensional displays, was commissioned by Big Ben to produce six product displays to be hung on the walls of the market near ceiling level. Each display was to be 13 feet long by 4½ feet high.

No difficulty was encountered with the still life displays, but problems involving animation, viscosity, color, temperature and humidity had to be solved before realism and perfect operation of the coffee display were achieved.

"The coffee display uses a free-flowing stream of liquid which drops about a foot," Mr. Ross explained. "So far as we have been able to learn, this is the first time a free-flowing stream has been used in a U.S. food market. The usual arrangement is for the liquid to pass through a transparent tube to simulate pouring. The advantage of such an arrangement is that the liquid passes through a closed circuit and there is no difficulty in pumping it around. The drawback is that the display does not look authentic—the liquid obviously is passing through a tube. Furthermore, light reflection on the tube often hides the fact that the liquid is flowing, which makes the display look static."

"Since the advantage of three-dimensional displays is that perfect realism can be achieved, we felt that the coffee pot should actually pour the coffee and not fake it. We brewed a big batch of coffee for the liquid and turned on the switch for a trial run. Unfortunately the volume of the liquid to be poured and the height it had to drop into the cup caused it to bubble and foam excessively, and to spill out of the cup. In addition, the liquid absorbed so much air that it did not drain properly from the bottom of the cup and the pump could not get hold of a sufficient quantity to pump a steady stream."

"We also noted sadly that when used in this manner coffee does not look like coffee."

"Obviously we had to discover some liquid that looked

(Continued on page 56)

## THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

### India tests new way to propagate pepper

By P. G. KURUP, Pepper Development Officer  
Taliparmba  
India

A new and efficient way to grow pepper has a significance beyond the agricultural. If the method takes hold and works, it can also affect long-term output, quality and costs. This report appeared in Indian Farming.

A new way of raising pepper plants has been tried at the Pepper Research Station, Panniyur. The method has shown good success so far and can be adopted with benefit in India.

Normally, pepper plants are propagated by cuttings of vegetable shoots. These may be upright-growing shoots or "runners", the long whippy shoots that develop from the base of the grown-up vines and trail along the ground. If rooted cuttings are raised in containers for later planting to the standards, cuttings with three or four nodes are used. For planting unrooted pepper cuttings directly to the standards, cuttings with four or five nodes are used. It takes four to eight weeks normally for the cuttings to start into growth and develop roots.

The vegetable shoots of pepper develop a number of aerial roots and nodes above the ground level. These roots help the vine cling to the standard and grow upwards. When such nodes are embedded in moist soil or other moist media, however, a few normal roots develop from these nodes.

During recent years vigorous efforts have been made in the United States to introduce the pepper vine and grow it as a commercial crop in Puerto Rico, with a small number of rooted pepper cuttings raised in Glen Dale, in the United States.

J. L. Creech made attempts to raise pepper plants by inserting single-node cuttings into the soil and found that such cuttings developed roots in seven to 14 days.

In the British West Indies, St. G. C. Cooper reports having succeeded in raising pepper plants by inserting whole-leaf single-node cuttings—i.e., single-node cuttings with the whole leaf attached to the node—in the soil and such cuttings having started growth in about 21 days.

In Glen Dale, to multiply pepper plants rapidly with the limited plant material available, a new method of



The Glenn Dale method. Plant stock is cut back from the top of a pepper vine and a single leaf-node cutting (left) potted in the greenhouse will soon provide a new crop of cuttings. The leaf node develops long leaders from auxiliary buds in six weeks (right). The new plant is up on a mossy pole in two months.

propagation was devised. The available young vines were trained to upright bamboo poles covered with wet sphagnum moss. As the vine grows up the bamboo pole, normal roots develop at the nodes because of the wet sphagnum moss covering the nodes, and grow into this medium. When the vine reaches the top of the bamboo pole, it is cut near the base, leaving a sufficient length to develop a new shoot, and the cut shoot is used immediately for inserting rooted single-node cuttings for raising plants.

As the single-node cuttings have well developed fresh roots, most of the cuttings develop shoots. The sprouting of the cuttings also is reported to be accelerated. From 28 rooted cuttings raised in Glen Dale in 1953, a total of 2,400 vines is reported to have been raised and planted in Puerto Rico between September, 1953 and July, 1954 by adopting the above process. These vines are reported to be thriving well.

At Panniyur, trials at raising pepper plants by single

node cuttings were conducted. Single-node cuttings with about two inches of stem above and below the node with leaves attached to the node and without leaves for comparison, were inserted in nursery beds under shade.

Some of the single-node cuttings were found to develop shoots and roots within 18 days of inserting the cuttings. Some of the cuttings were found to develop roots not only from the node but also from the lower end of the cuttings.

The trial has indicated that single-node cuttings without the leaf attached start into growth quicker than the cuttings with the leaf attached. But the latter type of cuttings gave greater percentage of survival than the former type at the end of one month of inserting the cuttings.

It was also found that though single-node cuttings sprout and root if placed horizontally in the nursery, insertion of the cuttings vertically gives better results.

The trials have shown a good possibility of propagating pepper on a large scale.

The method has these advantages:

1. The method economized plant material. About five times more plants can be raised by this method from the same plant material than by the ordinary method.

2. The method makes uniform planting material of a single vine for field experiments available in large numbers and in a short period.

For laying out field trials with pepper, it is best to have all the plants from a single parent vine, because individual vines of the same variety vary considerably. By following the ordinary method, it is almost impossible to get a large quantity of uniform planting material of a single parent vine in a reasonable period of time.

Further trials are in progress to standardize the technique of the new method.

#### Cinnamon is top baking spice

Cinnamon is the country's top baking spice, the American Spice Trade Association reports.

#### coffee pot pours in display

(Continued from page 54)

like coffee and that would pour properly. We tried hot chocolate. Same result. We tried cocoa. Ditto. We tried other things without success. After considerable experimentation we arrived at a formula of water and vegetable dye which was satisfactory.

"But our troubles were not yet over. When installed and set in motion in the market, the display looked most enticing and operated perfectly, but three weeks later we received an anguished long distance call from the market, which is about 50 miles from New York. The pump and motor were working all right, but the 'coffee' had ceased to flow.

"Investigation showed that no liquid remained in the system. There was no evidence of a leak and the display was too high off the floor for anyone to tamper with it. We were stymied. It finally dawned on us that the height was the answer. The display was ten feet above floor level, at ceiling height. Hot air accumulates at ceiling level. The hot dry air up there had evaporated the water from our solution and left only a thick residue that could not be pumped.

"So we experimented some more. We tried a glycerine solution. It was too thick. We tried other evaporation-resistant liquids, such as anti-freeze with water, but the water evaporated until only a trickle was left and even then it was off-color. Finally we hit on a formula of permanent anti-freeze with a vegetable dye which looked like coffee, poured like coffee and did not evaporate."

Mr. Ross said the pumping mechanism is a  $\frac{1}{8}$  horsepower motor driving a small impeller pump. Approximately one gallon of solution is used. The cup and coffee pot are made of paper-maché coated with waterproof lacquer. Fittings are stainless steel.

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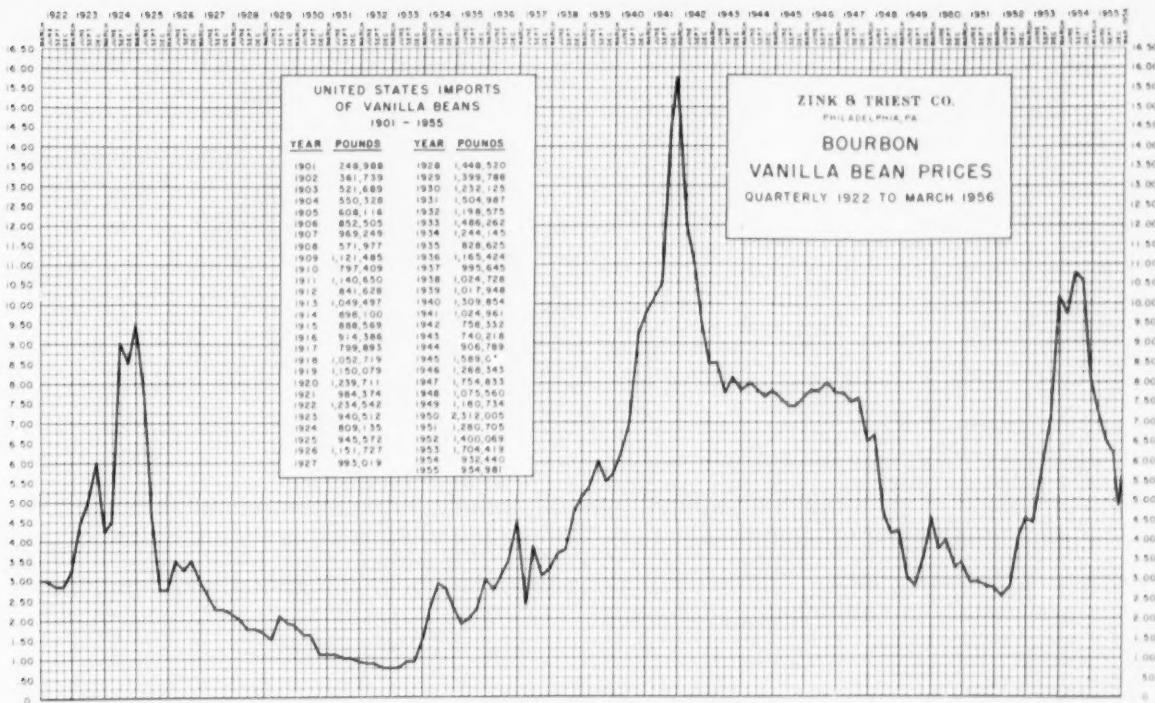
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## the vanilla cycle

By WILLIAM H. TRIEST, Zink & Triest Co.

The price of Bourbon vanilla is now considerably higher than it was last March when our price chart was completed. The news of the hurricane in Madagascar was the main cause for this violent price advance. Another factor which contributed to the advance was that certain exporters in Madagascar had sold substantial quantities short. The fact of these short sales was well known in Madagascar, and when the sales finally had to be covered, either by the exporters who had undertaken the contracts or by the American importers who were obligated to make delivery, the advance in price was naturally accelerated.

In my opinion, this price rise has come at a very inopportune time, especially so in view of the strenuous efforts being made by American and Canadian extract manufacturers to hold down the price of pure vanilla extract and thus to increase its sale. It is also regrettable that this had to occur just now when the office of Bernard Lewis has been doing such excellent work in its publicity campaign for pure vanilla—a campaign which is sponsored by the Madagascar exporters themselves through their association.

Manufacturers in this country are quite naturally very much opposed to these new high prices, and to my knowledge so are most of the American importers. The fact that manufacturers and importers alike hold modest stocks is eloquent testimony of their lack of sympathy with the price advance; and ironically enough, it is the very knowl-

edge that this country does not hold heavy stocks which has caused a strong market in Madagascar.

An examination of the chart discloses that a price of more than \$6.00 per pound may be considered a comparatively high price and that only three times since 1922 was such a price maintained for a long period of time.

The longest interval was, of course, during the war years and those years immediately following the war when price controls in Madagascar were still in effect. The high prices back in 1924 and 1925 were the direct result of heavy speculation. Fortunately for all concerned, there has been no wild speculation of this nature since that time. The high prices of 1953, 1954, 1955 and 1956 have been the only ones directly attributable to small crops in the producing countries.

I have heard considerable discussion over the past year concerning the advisability of price stabilization, or at least price control. It has been suggested that a fund be established to purchase vanilla when it is cheap and sell it when it is high. But it is obvious that the importers lack the funds to operate such a program, even if they had the desire, and we do not think that the extract manufacturers would wish to become involved in such a plan, which could easily lead to huge surpluses involving enormous amounts of money.

The alternative to this would be government control, and

I think that all of us who deal in vanilla in one form or another would shudder at the thought of a repeat performance of such price stabilization.

It is my opinion that increased production and consumption is the only means by which we can attain a more stable market. A small business means violent price fluctuations. A big business means a more stable supply and demand, with the provision, of course, that the bulk of the supply is not, as at present, confined to such a limited producing area, namely, the Bourbon group of islands.

If we could encourage and obtain substantial crops in other countries, perhaps in countries which do not now produce vanilla, this would be of great help in steadyng the market. A crop failure in Madagascar would then be of less importance. But it must simultaneously be proven that increased production can be consumed.

I have great hope that the Boyce-Thompson research program, combined with the vanilla publicity campaign, will do much to furnish this proof.

#### Attractive pepper grinder sets

developed by H. J. Mayer & Sons

H. J. Mayer & Sons Co., Inc., Chicago, grinders and blenders of spices for the bulk trade, recently turned its attention to pepper grinders for the table.

As a result, some of the finest pepper grinders available anywhere, attractively packaged, are now available from the Chicago company.

The grinder sets would make ideal housewarming or wedding gifts by spicemen, or premiums by spice companies looking for something far above the ordinary. The sets would also be suitable as premiums for de luxe deals by coffee and tea packers.

There are two grinder sets. One is a black and white pepper combination, which includes a grinder for black pepper and one for white pepper, along with packets of black and white peppercorns. The black pepper grinder is in black metal, the white pepper unit in a white finish.

Both grinders have a unique side hopper loading arrangement. Peppercorns are inserted into each unit through a little hopper which hinges outward.

The grinders, imported from France, are made of aluminum, with stainless steel parts for the grinding surfaces.

A nut on the bottom, easily turned with the fingers, regulates fineness of the grind.

An epicure set includes, in addition to the black and



The black and white pepper grinders in the attractive carton, with white and black peppercorns, as developed by H. J. Mayer & Sons.

white pepper grinders, a cherry wood nutmeg grater imported from Germany, and a packet of nutmegs.

The Mayer firm will supply refills of white and black pepper, for the grinders, in clear Styrex plastic containers.

#### Casullo heads Fritzsche Brothers

At a meeting of the board of directors of Fritzsche Brothers, Inc., at the company's New York City headquarters, John L. Cassullo, treasurer, was elected to the presidency of the 85 year old essential oil firm. He succeeds John H. Montgomery.

At the same meeting, Gustav A. Wohlfert and Ellis F. Merkl were elected treasurer and assistant treasurer, respectively.

Having reached normal retirement age, Mr. Montgomery, whose tenure with Fritzsche Brothers spanned a period of more than 30 years, recently announced his intention to retire.

During his career in the essential oil field, Mr. Montgomery held many important posts. He maintained an active interest in the work of the Essential Oil Association and was at one time its president.

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# San Francisco Samplings

By MARK M. HALL

■ ■ At least some of the green men along coffee row believe that the market is in for strength for the next several months—and will continue to show it if the governments involved choose to follow the pattern of this country as to agricultural commodities. They cite the fact that in spite of surpluses, minimum prices are held, and that coffee producing countries could do likewise.

The statement was made that roasters could not stay out of the market beyond August 15th. They bought heavily in June for July requirements. Stocks from these roastings will be in the grocers' hands by August. That will carry the roaster to September. Then he will have to think of his second-half requirements, which would carry on from the later part of August to November. During that period, Centrals will not be available and also, it looks like, Colombians.

Futures would seem to carry out that theory, with July M contracts at 76.25; September M, 76.55 and December, 70.20. Brazils take advantage of the tight market situation with September B futures at 57.30, close to levels during July, and still holding strong at 56.15 in December.

In December, the crops of Centrals begin to come in, which it is hoped will relieve the market, but Brazils show strength during that period.

Some opinion is that the first arrivals of the 1956-57 crop are liable to be poor. There will be difficulty in finding quality Brazil coffee, and with a smaller crop for that season, strength could continue, but then there is the surplus, and a possible reaction from United States consumers on high prices.

■ ■ There is nothing like a cocktail party and buffet dinner aboard a ship to bring out all the top brass in the local coffee business. And the recent entertainment of the San Francisco coffee trade aboard the Daido Line's "Kochi Maru" was far from being an exception to that dictum. More than 120 coffee men and their wives had the time of their lives at the party, which was hosted by the ship's officers, including Captain S. Mori; Kenji Iki and T. Kawahara, representatives of the Daido Line; Mr. and Mrs. Werner Lewald, J. A. Greve, Al Pilgrim, and others of the Transpacific Transportation Co., general agent on the Pacific Coast for Daido.

The affair was novel, colorful, and lacked nothing from food to music to make it a rousing success. The deck was decorated with lanterns and flags and a Mexican band played Latin American melodies.

Beginning at 5:30 p.m., sukiyaki and tempura were served on the deck and bridge, where they were kept warm in a Japanese charcoal burner. The buffet dinner was served in the main salon of the ship as the evening had the typical coolness of local summers.

The Kochi Maru is the first vessel of the Daido Line to arrive in San Francisco after calling at East Coast of South American ports on its trip from Japan. It carried a shipment of Brazilian coffee for Pacific Coast ports.

■ ■ Wellman Peck & Co., pioneer wholesale grocery firm and roasters of Wellman Coffee, has been liquidated. A new corporation named the Wellman Coffee Co. purchased the coffee department assets of Wellman Peck and will continue the packing and promotion of Wellman Coffee.

E. W. Wright, formerly president of

Wellman Peck, is general manager of the new coffee company. He is assisted by Alan McKay, formerly with B. C. Ireland, Inc.

■ ■ Announced as available on the West Coast after August 1st is the new Westinghouse home coffee maker. A new type pump, combined with a quick-action Corox heater, provides ten cups of mild to strong coffee in just ten minutes. Retail price, \$29.95.

■ ■ Anderson, Clayton & Co., of Houston and New York City, are opening their own offices in San Francisco at 210 California Street, under the management of Jack Schimmelpfennig, and will deal direct with the coffee trade.

The S. F. Pellas Co., Anderson, Clayton agents on the Pacific Coast since August, 1949, will cease to represent them.

■ ■ Tom Barrett, of the S. F. Pellas Co., has been in Brazil, and Lloyd Thomas, president of Pellas, announces that his firm has been appointed Pacific Coast agents for the following Brazilian exporters.

"CICAP" — Comercio e Industria Cafecira Alta Paulista, S. A.; Reynaldo Massi; and Jose Lamacchia & Cia. Ltda.

All three of the firms are substantial exporters of Brazilian coffee through the ports of Santos and Paranagua, and are well known to the coffee trade on the Pacific Coast.

■ ■ Bill Rowe, of S. & W. likes to fish and he has done so up and down the Coast. The other day, with a party of six, he chartered a boat at Fisherman's Wharf and went out beyond the Faralope Islands. The fish were running strong and Bill caught the limit of salmon.

■ ■ Every July the Bohemian Club holds its annual high jinks, and Harry Maxwell, as a member for about 26 years, is always on hand. There is plenty of talent in the club to make it a pleasurable outing. Distinguished members from all parts of the United

(Continued on page 63)

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# New York News

■ ■ The old downtown New York coffee section is changing. Some moves are in the offing as a result of the planned widening of Water Street.

A move has already been made—as of September 1st—by the Sabrosa Coffee Co., Inc., but for another reason.

Sabrosa was located at 129 Maiden Lane, a spot they'd become accustomed to over the past 22 years.

All the buildings on the block are being razed to pave the way for new construction.

Simon Auskern, who heads up Sabrosa, is turning the move to advantage. The new quarters of the firm are at 56 Pearl Street, Brooklyn, where it has a larger plant, better facilities and a modern office.

■ ■ Cecil L. Hudnall was guest of honor at an "appreciation" luncheon at Oscar's Delmonico recently.

About 40 leaders of the coffee industry were on hand to honor Mr. Hudnall, who was appointed president and chief executive officer of International Standard Brands Inc. He was formerly manager of Standard Brands' Import division.

Philip Nelson, executive vice president of Ruffner, McDowell & Burch, Inc., presided at the luncheon.

Mr. Hudnall succeeded William L. Cunliffe as the head of International Standard Brands. Mr. Cunliffe became chairman of the board.

Harry R. McComb, widely known in coffee and tea circles, was named to succeed Mr. Hudnall as manager of the import division.

■ ■ Now with George P. Bott & Co., well known Front Street coffee brokers and agents, is Nercio de Lima Azevedo.

Mr. Azevedo, a young Brazilian, was associated for four years with the coffee department of Mellao, Nogueira Comisarios Exportadores S. A., coffee growers and shippers with headquarters in Santos. He held the post of assistant grader.

Mr. Azevedo arrived in New York early in July aboard the Birgette Torm, accompanied by his wife.

He will serve here as a member of the sales force of George P. Bott & Co.

■ ■ James A. Tracy, inward traffic manager of the Cosmopolitan Shipping

Co., Inc., passed away suddenly at the South Shore Yacht Club while on vacation. He was 56.

With Cosmopolitan since January, 1917, he had covered Front Street for the Southern Cross and Dodero lines since the early 1930's.

His funeral was attended by many of his friends in the coffee trade.

The members of his family and Cosmopolitan Shipping want to thank the coffee people for their expressions of sympathy.

Mr. Tracy is survived by his wife, Jean, and a daughter.

■ ■ William H. Siemers has been appointed manager of the Inward Freight Department of the Cosmopolitan Shipping Co., it was announced by Granville Conway, Jr., vice president.

Mr. Siemers was assistant manager of the department for several years. He joined Cosmopolitan Shipping immediately after his discharge from the U. S. Navy in 1945.

In his new post, Mr. Siemers supervises the inward freight activities of these lines: Cosmopolitan, Southern Cross, Dodero, Home, National Hellenic American, Ingres Nassau and Lauro.

■ ■ Representatives of the coffee trade were among those on hand for the opening of the new and larger offices of The Nestle Co., Inc., at 201 East 44th Street.

Present were Arthur L. Ransohoff, chairman of the National Coffee Association, and Fred C. Byers, president of the New York City Green Coffee Association.

By taking the entire 17th floor of the new, fully air-conditioned building, Nestle's was able to consolidate offices which had been on parts of several floors at the former address, 801 Second Avenue.

Local raw materials purchasing is being conducted from the new quarters, as well as sales direction of the metropolitan and New York State areas.

Charles Leister is Nestle's vice president in charge of purchasing.

■ ■ Volkart Brothers, Inc., widely known importers and exporters of coffee and spices, and the Volkart Brothers Co.,

which handles commodity futures, are at a new address, 120 Wall Street.

They were formerly at 60 Beaver Street.

■ ■ J. K. (Jack) Evans, consultant to the Pan-American Coffee Bureau and former vice president of General Foods, was named "Coffee Man of the Year" by the New York Coffee Roasters Association at their last meeting.

Mr. Evans was the principal speaker.

■ ■ About 150 coffee, tea and flavor importers helped the Louis Dreyfus Lines launch their expanded African express service with a cocktail party at the Downtown Athletic Club.

The monthly service will considerably reduce the present sailing time between loading ports in Portuguese and British East Africa to discharging ports in the U. S. Atlantic and Gulf coasts, and also between Madagascan, Portuguese and South African ports and the U. S.

I. H. P. Boyes, general traffic manager of the Sagus Marine Corp., general agents for the Louis Dreyfus Lines, stated that the two new services will assist importers in their trading negotiations with East and South Africa and at the same time stimulate the volume of business being done with these areas.

■ ■ Possibly the single largest treatment—spacewise—on the coffee break to appear in a New York paper was the two-page picture spread in the Sunday News at the beginning of July.

The story showed how Schraff's prepares coffee and serves it to the 1,300 workers at Mutual Life of New York.

The spread carried the title: "Bosses Get Coffee Break."

■ ■ The Ludwig Mueller Co., Inc., 24 State St., is extending its coffee operations to include producing areas in Central and South America.

The firm was originally established in Bremen, Germany, in 1922. The New York office was opened in 1937. The company is one of the largest import agencies, representing shippers in spices, coffee and other commodities all over the world.

Mr. Mueller traveled to Africa last year and established agencies with shippers in many of the producing countries.

The firm recently became members of the New York City Green Coffee Association.

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# New Orleans Notes

By W. MCKENNON

■ ■ Mr. and Mrs. Oscar Morales and Mike Navas, of Guatemala, were recent business visitors in New Orleans, making their headquarters at the offices of C. H. D'Antonio & Co.

■ ■ Roy Higgins, manager of the São Paulo Delta Line office, visited New Orleans while on his vacation in the United States. He returned aboard the Del Sud.

■ ■ Laz Aron, of the Commercial Import Co., left for Chicago on a business trip.

■ ■ Earl Bartlett, of the American Coffee Co., has returned from a business trip through the Southeast, where he spent several days.

■ ■ Connor F. Lawrence, of the Sol Café Manufacturing Corp., and Karl Sherrod, Sol Café's southern representative, visited members of the coffee trade here recently.

■ ■ L. W. Snow, sales manager of the American Coffee Co., has returned from his vacation in Miami.

■ ■ Mrs. David Kattan, and children, are vacationing in Honduras, where Mr. Kattan is to join them shortly.

■ ■ John Wolf of Stein Hall & Co., Inc., New York City, returned there after a business trip to New Orleans, where he made his headquarters at the offices of Hanemann & Cummings, Inc.

■ ■ The Standard Fruit and Steamship Co. has announced the removal of their freight and passenger department offices from 944 St. Charles Avenue to 1201 St. Charles Avenue, P. O. Box 830, New York 2.

■ ■ The Propeller Club of the United States, Port of New Orleans, has elected the following officers for the coming year: Captain John W. Clark, Mississippi Shipping Co., president; William S. Smith, Jr., T. Smith & Son, vice president; Sam Gallanza, Waterman Steamship Corp., treasurer; George Griswold, Gulf & South American Steamship Co., second vice president; and David M. Brown, Jr., American Waterways Operators, Inc., secretary.

■ ■ The death of Lewis I. Bourgeois, 59, director of commerce of the board of commissioners of the Port of New Orleans, occurred here in July.

■ ■ Juan Godoy, vice president of W. R. Grace & Co., New York City, accompanied by Plinio Mendonca of Lima, Nogueira S/A Comissaria e Exportadora, Santos, spent several days in New Orleans recently.

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Equipment to sell?

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## Southern California

By VICTOR J. CAIN

■ ■ Bill Morton, of W. J. Morton, Inc., recently made a trip to San Francisco to call on the coffee trade.

■ ■ Mr. and Mrs. Herbert Knecht, of H. O. Knecht & Co., have just returned from an extended trip through Canada and the East Coast of the United States.

■ ■ McCormick & Co. Inc., Schilling Division, recently announced plans to reactivate their coffee roasting plant in San Francisco and to close their Los Angeles plant completely. Paul Bidstrup and Warren Kludt, will handle the purchasing of all green coffees in the absence of Ray Bradt, who is progressing well from his recent illness. Mr. Bradt hopes to be back on the job before the end of August.

■ ■ The Southern California Coffee Roasters Association held a weekend fishing trip at the La Grulla Hunting and Fishing Club, located just below Ensenada, Mexico. Those attending were Mr. and Mrs. William A. White, Mr. and Mrs. Roy F. Farmer, Mr. and Mrs. Lorrie Moseley, Mr. and Mrs. Earl Lingle, Mr. and Mrs. Bob Olizan, and Mr. Edward Apffel. All the group went deep sea fishing as well as surf fishing, and from reports, the trip was, as usual, a huge success.

■ ■ Frank Quijano, associated with J. B. Ruth & Co., recently made a trip down through Central America, calling in the countries of Costa Rica and Peru.

■ ■ Vic Cain and Charlie Nonemacher recently made a trip to San Francisco, for a directors meeting of the Pacific Coast Coffee Association.

■ ■ Bill Gloege, of Bunge Coffee, Inc., was taken ill and had to be hospitalized for a ten-day period. However, we are pleased to say that he has recovered very nicely, and should be back at the job in the near future.

■ ■ Bob Oetting, of the Sunset Coffee Co., recently made a trip down to the Imperial Valley, to call on the local trade in that area.

■ ■ Mr. and Mrs. Walter Dunn, of Otis McAllister, gave a farewell party at the Beverly Hills Hotel in honor of Thelma Waldschmidt, prior to her leaving Los Angeles to join her husband Bill in New York City. Those of the coffee trade attending were Mr. and Mrs. Ted Lingle, Mr. and Mrs. Tom Halpin, Mr. and Mrs. Charles

Nonemacher, Leonard Koppel, Edward Apffel and Mr. and Mrs. Don Harvey.

■ ■ Beck Rowe, of the Bunge Coffee, Inc., San Francisco, recently came to Los Angeles to call on the coffee trade.

■ ■ J. Clarence Levy, of J. Aron & Co., Inc., recently came to Los Angeles to call on the coffee roasters.

■ ■ Barbara and Norm Johnson, of E. A. Johnson & Co., accompanied by their children, Diane and Mark, recently came to Southern California for a short vacation.

■ ■ Warren Kludt, assistant to Ray Bradt, of McCormick & Co. Inc., Schilling Division, has moved his family to San Francisco.

## How three restaurants

(Continued from page 39)

with instant coffee. Its plans included the use of a 22½ gram package of instant, dissolved in one cup of boiling water in a 12-cup coffee server. The server is then to be filled with four cups of crushed ice, and water added to the top of the container ready for serving. Two or three gallons are to be made before the 12 o'clock lunch service begins to meet immediate demand. From then on, the iced coffee is to be freshly prepared as required.

The Brass Rail serves iced coffee in a 12-ounce glass, topped with whipped cream, for sale at 25 cents. With the method to be used this year, it will not be necessary to use the normal amount of ice as the coffee will already be ice-cold as it is poured from the server. However, one or two large cubes of ice will be added to the glass for appearance's sake. In serving, the whipped cream will be added to the coffee in the kitchen, from a pastry tube.

This experimental method of preparing iced coffee, Mr. Berge estimated, will increase costs over pre-cooled regular coffee. The restaurant believes the advantage in customer satisfaction of having quick freshly-made coffee will more than offset the extra expense.

## Irrigation methods

Irrigation methods developed in Yemen could be taken as a basis for investigations concerning *Coffee arabica* irrigation.

**C. H. D'ANTONIO & CO.**

Coffee

BROKERS • AGENTS  
203 Board of Trade Annex, New Orleans, La.

## Spray drying soluble coffee

(Continued from page 29)

delay of at least four or five months before we could start testing the equipment.

The screw conveyor under the percolators was still to be installed. The high pressure package unit steam boiler was not yet installed. The gas regulator and the hundreds of propane high pressure gas bottles had not yet been connected to the manifold, and here was destined to be the greatest cause of delay. Our propane gas had to be imported from Hong Kong. The firm handling this equipment was not familiar with the requirements of a spray dryer. Consequently, they were experimenting with this new equipment as well as with their own. Their piping continually leaked. Their gas regulator was entirely too small for the gas requirements of this large piece of equipment and a new one had to be imported.

So there was nothing to do but settle down for a long stay 12,000 miles from my own business and my family. Every comfort was provided. Our rooms in the hotel were air-conditioned, and later we were provided with excellent quarters in one of the few remaining apartment buildings in the city of Manila. All around us were the remains of buildings which had been bombed to rubble. Manila had been a center of the fighting. The result was that there were few habitable buildings in which one could live. So we were very fortunate to have an apartment reserved for us by the Commonwealth Foods management long before we arrived. An excellent cook provided us with superb meals. A chauffeur was always waiting to take us wherever we wished. Therefore, I spent many pleasant days discovering one of the oldest civilized areas in the new world.

Manila Bay is dotted with sunken Japanese ships. Queer little outrigger boats propelled by gas engines were available

for hire to take us out to the wrecks. Both De Witt Dyckman and I walked around on the rotting deck of a Japanese transport and watched the fish swimming around within the vessel, an ideal place for fish to spawn.

In the tropics there is an unwritten law that you must take a siesta in the middle of the day in order to survive the heat. My work carried me all through the factory and often to the top of the high tower surrounding the spray dryer. Therefore, I was always ready and willing for the trip back to my apartment at 11 a.m. each day for a leisurely nap and lunch. We returned to the factory at 2 p.m. ready for another three hours of hard work in our air conditioned office, which were walled with beautiful Philippine mahogany and with desks of the same wood, known there as Narra.

Day by day more progress was made. My "skilled" workmen were doing their level best—in spite of their complete ignorance of what they were doing. Most of them had never been inside a factory before. The pipefitter had put together all of the high pressure piping to perfection, except that he used a vacuum grease for piping compound, instead of litharge and glycerine. We discovered every pipe joint leaked profusely when pressure was applied. All the piping had to be taken down and refitted. But again, instead of spreading the litharge and glycerine on the threads, he applied it after the piping was put together. Again they leaked. And again they had to be taken down, and this time I personally watched every operation.

This inexperience did not extend to everyone. The Chemical engineer in charge was a young man by the name of C. T. Young. He had two years college training in the United States, and considering the workmen he had to help him, had done an excellent job of installing the machinery from blueprints furnished him. I was glad to have the opportunity of giving him the full credit which was his due at several meetings of the board of directors.

## San Francisco

(Continued from page 59)

States attend, including such men as Herbert Hoover.

■ ■ Martin Waterfield, of Hard & Rand in Santos, Brazil, was in town for a few days last month and made his headquarters at the local office of the firm, with Harry Maxwell.

■ ■ Recently returned from Japan, where they had been since April, buying green tea for their respective firms, are Paul Ahrens and Walter Hellyer. Walter always spends some time with their representative, Ed Spillane.

■ ■ Folger's has a new barbecue kit for grocers. It is to act as a sales aid by combining items related to outdoor cooking. Included in the kit are imprint hangers, shelf markers and display features featuring an "outdoor chef." It is available to grocers without charge.

■ ■ W. Gardener Parker has been named vice president of Thomas L. Lipton Inc.

■ ■ Joseph Blumlein, the 43 year old, young, looking, newly elected president of S. & W. is an outdoor man. His number one sport is tennis which

he often plays with his wife. Next comes horseback riding, which he also makes a family affair. It is therefore quite natural for him to conduct the \$51,000,000 business of his company out in the open, from an office where anyone can look in and see. Mr. Blumlein is a Stamford graduate. During the summers of his school years he worked in canneries. His father, the late Emil Blumlein, was vice president of S. & W.

■ ■ Douglas Wood has severed his connection with J. Aron & Co., but has made no announcement as to his future connection. Doug distinguished himself by drawing the wonderful cartoons which were displayed at Pebble Beach, Del Monte Lodge, at the last PCCA convention.

■ ■ The question could be raised, "When is a vacation a vacation?" Edgar J. Malmgren, president of Cassell's, spent several months with Mrs. Malmgren traveling about Europe. He returned, but when he was asked for at his office, it was announced that he was away on his vacation.

■ ■ G. Stanley Evans, who in the past had furnished "San Francisco Samplings" with monthly reports on

coffee imports through the harbor of San Francisco, is on the job again. He took a year off to do some advanced work in statistics at the University of California.

He reports that coffee imports in short tons was 60,844 for the first five months in 1950; for a like period in 1955 it was 48,490 tons. In May of this year, imports were 10,542, and for 1955, 8,793 tons.

■ ■ The Japan Trade Center during July had a very interesting exhibit of foods from Japan. Among those which caught the eye of WSTA members were the various packaged teas from Japan under Japanese labels. One company, the Hayashiya Tea Manufacturing Co., of Uji, Kyoto, Japan, handed out folders which described and illustrated the manufacture of green and black tea, the chemical and vitamin contents, their history, and a map of the tea growing districts in Japan.

Helping visitors to the sampling of the Japanese foods and beverages was a very attractive native girl of Japan, a graduate of Mills College. Their beer, cooked mushrooms, crabs, etc. could be sampled, and even fried grasshoppers, if you had the courage.

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Legend or not — the making and drinking of coffee is a delightful ceremony — one to linger over and enjoy to the fullest. Today Otis McAllister imports into the United States more than 100 different types of green coffee. Founded in 1892, this company maintains 18 affiliated offices in coffee-rich Central and South America. Each office has a staff of experts thoroughly schooled in coffee and all its facets. As a result, Otis McAllister is the world's largest distributor of green coffee, and is able to meet the specifications of *any* roaster for *any* blend.

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